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BROADCASTING

Broadcast Advertising

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MARCH 15, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

March 15, 1940

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SCHOOL OF BUSINESS ADMINISTRATION
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"Dis is for still being de radio-champ of de Golden Gloves!"*

● We're sure you'll pardon us if we do a little strutting and shadow-boxing during this brief speech, but we're feeling fairly cocky—

— you see, we've just completed our *third* highly successful season as radio's *only* officially-sanctioned Golden Gloves sponsor—and we've been practically swept off our feet!

Aside from drawing more *entries* and more *contestants* than ever before, our 1940 Golden Gloves tournament *again* broke all records for jam-packed audiences, for publicity, and for hearty cooperation by Iowa merchants, civic clubs, and yes!—even by dozens of newspapers! And as a result of the entire State's tremendous interest, everybody in Iowa is saying that WHO is now without question the *Iowa leader* in sports!

So that's why we're cocky! Shall we put on the gloves and get into the ring *for you?* Bill Brown's "Sports Review" is now available for sponsorship, starting April 28. Wire for the surprisingly low costs!

*The Golden Gloves was originated by the *Chicago Tribune*, who conduct the finals in Chicago, among 44 teams sponsored by 43 other newspapers—and Station WHO.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

XUM

"Sure, WLS will do a swell job outside of Chicago, but what about the metropolitan area?" For an answer, let's look at the record.

During 1939, WLS received 355,961 letters from listeners in Metropolitan Chicago.

This represents 30.7 letters per 100 radio homes in that area.

In two years (from 1937 to 1939) the mail response from Metropolitan Chicago has increased 34.8%—from 231,917 to 355,961 letters.

Chicagoans like the friendly, cheerful and helpful nature of WLS programs. They listen regularly and respond just as freely as do their neighbors in Illinois, Indiana, Wisconsin and Michigan.

Throughout its entire area *WLS Brings Results.*

THE PRAIRIE FARMER STATION

WLS

BURRIDGE D. BUTLER, President (Chicago) GLENN SNYDER, Manager

JOHN BLAIR AND COMPANY, National Representatives

This Little Pig Goes to Market in New England

LATEST available figures show that savings deposits in New England have increased $30,841,000, totalling $3,448,702,000. The six states per capita savings of $515, compares with $195 average for the United States, and is 33.9% higher than *any* other section of America.

New Englanders save more because they *earn* more. They *spend* more because this intelligently applied thrift provides spendable surplus, as evidenced by the high per capita purchasing power of $415. Consider, for example — that in cities of 25,000 or over 59.9% of the homes are single houses — 28.4% of all homes are owned by occupants.

This market is so prosperous — so important that it requires the wide cultivation possible *only* thru the 18 locally-effective stations of The Colonial Network — covering the audience with the highest per capita savings at the lowest per capita cost.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport, New Haven	WBRK	Pittsfield
WLLH	Lowell, Lawrence	WNLC	New London
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WLBZ	Bangor	WHAI	Greenfield
WFEA	Manchester	WCOU	Lewiston, Auburn
WNBH	New Bedford	WSYB	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

National Association of

Forty-seven members of RCA among 572 industrial engineers and scientists given awards as "Modern Pioneers on American Frontiers of Industry."

SINCE its beginning, the Radio Corporation of America has held that *Research* in all fields of radio and sound is one of its major obligations to the public and to the future of radio.

Research is the keystone of every operation of RCA. RCA Laboratories are the fountain head of many of the spectacular radio and electronic developments of the past twenty years.

Back of these developments... back of the term *Research*, in fact... are men. Men make discoveries. And we at RCA are extremely proud of the man-power which has elevated RCA *Research* to a position of leadership.

We wish to add our own congratulations to the public recognition these men have already received. And, in addition, we extend equally warm congratulations to the many other RCA engineers and scientists whose brilliant work is contributing so much to the progress of their industry.

RCA Manufacturing Company, Inc.
National Broadcasting Company
RCA Laboratories
R.C.A. Communications, Inc.
RCA Institutes, Inc.
Radiomarine Corporation of America

RCA

Manufacturers Honors RCA Scientists

Of the 572 industrial engineers and scientists chosen by the National Association of Manufacturers to receive awards as "Modern Pioneers on American Frontiers of Industry," forty-seven were members of the RCA organization. The awards were given for original research and inventions which have "contributed most to the creation of new jobs, new industries, new goods and services, and a higher standard of living."

Special national awards were given by the National Association of Manufacturers to nineteen of those receiving honors. Dr. Vladimir K. Zworykin of the RCA Manufacturing Company was chosen to receive one of these national awards.

47 RCA "Modern Pioneers on American Frontiers of Industry"

Randall Clarence Ballard
Max Carter Bates
Alda Vernon Bedford
George Lisle Beers
Harold H. Beverage
Rene Albert Braden
George Harold Brown
Irving F. Byrnes
Wendell LaVerne Carlson
Philip S. Carter
Lewis Mason Clement
Murray G. Crosby
Glenn Leslie Dimmick
James L. Finch
Dudley E. Foster
Clarence Weston Hansell
O. B. Hanson
Ralph Shera Holmes
Harley A. Iams
Ray David Kell
Edward Washburn Kellogg
Winfield Rudolph Koch
Fred H. Kroger
E. Anthony Lederer
Humboldt W. Leverenz
Nils Erik Lindenblad
Loris E. Mitchell
Gerrard Mountjoy
Harry Ferdinand Olson
Richard R. Orth
Harold O. Peterson
Walter Van B. Roberts
George M. Rose, Jr.
Bernard Salzberg
Otto H. Schade
Stuart W. Seeley
Terry M. Shrader
Browder J. Thompson
Harry C. Thompson
William Arthur Tolson
George L. Usselman
Arthur Williams Vance
Arthur F. Van Dyck
Julius Weinberger
Irving Wolff
Charles Jacob Young
Vladimir Kosma Zworykin

RADIO CORPORATION OF AMERICA

Radio City, New York

Remember!

YOU'RE BUYING *Coverage*, NOT WATTS!

POWER ALONE, of course, does *not* determine coverage. Frequency and other important factors enter into the picture. That's why WRC, with its favorable frequency of 950 kc continues to offer the best "coverage buy" in the Washington market.

Coverage OF RADIO FAMILIES IN THE RICH WASHINGTON TRADING AREA
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36
WRC ½ MILLIVOLT CONTOUR
COVERS 9.4% MORE DAYTIME RADIO FAMILIES
than
NEAREST COMPETITOR STATION OF WASHINGTON, D. C.

1939 VARIETY SHOWMANSHIP AWARD TO WRC-WMAL
NETWORK MANAGED STATIONS

On the basis of scientific measurement, factual data---

WRC today has larger daytime coverage than any other Washington radio station

WRC covers more square miles adjacent to Washington, within the ½ millivolt area, daytime, than any other Washington radio station

WRC cover 9.4% more radio families, daytime, than any other Washington radio station

WRC does this complete daytime coverage job for 30% less in cost than any other Washington radio station.

But, this is only part of the full story of WRC leadership in the Washington trading area. Let us prove it --- to YOUR satisfaction.

WRC will operate NIGHT as well as day on 5,000 watts within sixty days.

WRC
WASHINGTON, D. C.
5000—1000 WATTS · 950 KC

Represented Nationally by NBC SPOT Sales Offices: NEW YORK, CHICAGO, SAN FRANCISCO, BOSTON, CLEVELAND, DETROIT, HOLLYWOOD, PITTSBURGH

Billboard
Annual Radio Publicity and Exploitation Awards
In recognition of outstanding achievement in radio publicity and exploitation, according to selections made by the Editorial Staff of The Billboard and radio editors of daily newspapers in the United States and Canada.
Presented to
Station WSM
for
First Place
in
Station Exploitation
Exploitation Awards Committee:
RADIO SCREEN STAGE
VARIETY
SHOWMANSHIP AWARDS
Special 1938 Award for Farm Service Station to WSM Nashville
RADIO SCREEN STAGE
VARIETY
SHOWMANSHIP AWARDS
1939 Award For Prestige Subsidiary Station to WSM Nashville

SURE SIGNS OF LEADERSHIP

Presented to WSM by impartial judges are these trophies reflecting WSM's leadership . . . WSM's ability to build programs with a purpose . . . programs that interest . . . programs that sell!

They are the yardstick that measures the value of acknowledged supremacy and shortens the gap between advertising and . . . action!

Truly, they are the marks of merit that guide wise advertisers.

Ask for the proof!

WSM
NASHVILLE, TENNESSEE

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

How to sell all the West

...without adding a penny to your Big City Budget!

HERE in the West at least, coverage of Metropolitan distributive centers isn't enough—not by *half* of the business... no matter how thoroughly you cover these seven major centers and their seventy-eight suburban cities and towns.

For forty-eight per cent of Pacific Coast annual retail sales are made *outside* of these Big City trading areas!... in hundreds of small towns and wealthy farm communities... scattered in a patchwork of far-flung business areas... widely separated... remote.

Yet *all* close at hand to radio! Ready, at an instant's notice, for you to sell.

For *only* radio has the ability to span the West's great areas... to leap rivers and scale mountains... to get beyond every barrier of nature... to speed your sales story—warm with the extra persuasiveness of the human voice—into *every* home... in Big Cities, towns, and rural areas alike.

Not in a hundred separate, hard-to-control campaigns, but—ever-so-simply on the Columbia Pacific Network—in *one!* And without adding a penny to your normal Big City budget!

For here is how the Columbia Pacific Network covers these areas, day and night...

COLUMBIA PACIFIC NETWORK COVERAGE =	BIG CITY Trading Areas +	TOWNS 2500 And Over +	RURAL AREAS
DAY	100.0%	84.4%	82.8%
NIGHT	100.0%	97.7%	97.8%

All three... cost not a penny more! When you join hands with most of America's ablest advertisers who are selling *all* the West by using...

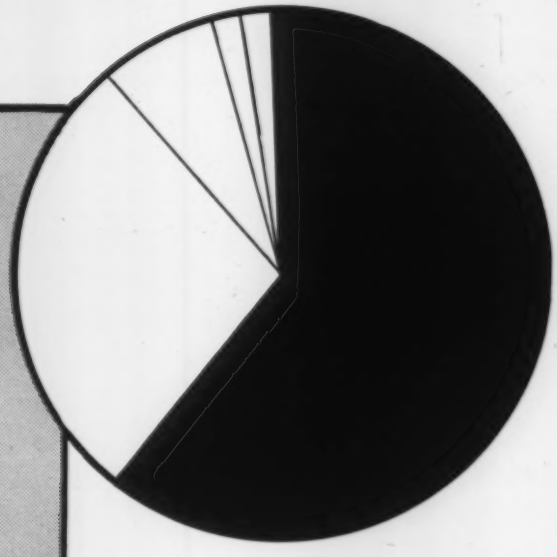
Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • PALACE HOTEL, SAN FRANCISCO • COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES—NEW YORK, CHICAGO, DETROIT, CHARLOTTE, N.C.

First—

60 PER CENT OF THE TIME

A new personal interview survey, conducted by Benson & Benson, of Princeton, N. J., in twelve prosperous Bluegrass counties which rank among the most prosperous agricultural counties in the Nation, reveals that WHAS has the largest audience in this area 60 per cent of the time.



Reduced to terms of minutes, WHAS holds the audience in this area 36 minutes out of every hour while the nearest competitor attracts the listeners for only 18.6 minutes out of the hour . . .

THESE findings reflect the listening habits of both urban and rural audiences and demonstrate the predominant preference for

WHAS 50,000 WATTS
LOUISVILLE BASIC CBS OUTLET

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by

The Courier-Journal
THE LOUISVILLE TIMES

HOURLY PERIODS IN WHICH EACH STATION RANKED FIRST DURING THE 124-HOUR PERIOD SURVEYED

WHAS 50,000 Watts	74
2nd Station 50,000 Watts	36
3d Station 50,000 Watts	0
4th Station 250 Watts	9
5th Station 5,000 Watts	1
6th Station 50,000 Watts	1

Ask the WHAS representative to show you the detailed breakdown of the findings . . .

NEW YORK, TUESDAY, FEBRUARY 6, 1940.
Many Industries Moving Into Friendly Connecticut
State Virtually Back to 1929 Levels as Flight From New York Continues—War Boom a Factor in Business Revival
BUSINESS IS GOOD
where business is Good!

When business is so good in any market it makes the front page of an important New York newspaper—it's a good time and place to sell *your* products.

WTIC can help you make the most of this prosperous market—where per capita retail sales are *consistently* 40% above the national average—year in and year out. It's a market where people have more to spend on *themselves* because they have to spend less on sales, income and other taxes!

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

STATE	FARMS	RADIO HOMES	POPULATION	EFFECTIVE BUYING INCOME
IOWA	89,179	239,640	1,044,200	$568,835,000
KANSAS	74,111	103,770	595,500	222,824,000
MINNESOTA	43,919	67,660	344,700	142,432,000
MISSOURI	29,468	33,290	181,600	37,836,000
NEBRASKA	124,856	268,550	1,295,600	530,091,000
SO. DAKOTA	63,920	104,380	542,800	203,490,000
TOTALS	425,453	876,690	4,003,800	$1,705,508,000

YOU ADD 'EM UP

● Here they are, Mr. Time-Buyer—the cold facts of WOW coverage of the Omaha market. The facts are: (1) this is a *big* market, with nearly two billion dollars of Effective Buying Income; and, (2) WOW offers *complete* coverage of the market at consistently economical cost.

WOW delivers more impacts, in more homes, in more counties in the Omaha market. It covers parts of six states, an area bisected by the Missouri River, a market of more than 876,000 radio homes; more than four million population.

If you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps.

WOW

★

5,000 WATTS DAY AND NIGHT ON 590 KC COVERS THE OMAHA MARKET

FIRST OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Colgate University
Two years, Columbia University
Two years, Batten, Barton, Durstine & Osborn
One year, Joseph Katz Agency
Two years, Fenner & Beane
Three years, Benton & Bowles
Free & Peters since Sept., 1934

Ladeez and Gentlemen—

RUSSEL L. WOODWARD!

One of the most versatile and accomplished men in the Free & Peters organization, Russel Woodward of New York is automatically one of the best men in the radio representation business. Before coming with us, he had years of big-agency experience, as well as other business experience—he is particularly equipped to give the kind of radio help that every agency needs and wants.

But like every one of our other thirteen top-notch men, Woody's effectiveness is far more than a result of purely personal resources—it is a result of intelligent team-work among fourteen radio specialists whose combined background and experience and *facilities for helpfulness* probably exceed those of any other organization in the radio industry, today.

If you're using the services of *any* Free & Peters office, anywhere, you're in some way benefiting by Woody's talents, and the talents of thirteen *other* rather exceptional fellows as well. That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 6 WASHINGTON, D. C., MARCH 15, 1940 $3.00 A YEAR—15c A COPY

Parties to Spend Millions for Broadcasts

Agencies Again Likely to Place Political Campaign Time; Expanded Use of Spot Through Discs Is Foreseen

THE PROSPECT of several million dollars worth of political time placements during the 1940 elections looms for radio as the major party headquarters are beginning to lay plans for the most effective use of radio this summer and fall. Although ideas for political broadcasting are only now beginning to crystallize, enough has been gleaned from Democratic and Republican National Committee headquarters to report that:

1. At least as much will be spent for radio time in the national campaign as in 1936 when expenditures were, roundly, about $850,000 by the Republicans and $600,000 by the Democrats. This does not count local and regional expenditures by State and local parties and candidates, which cannot be estimated but certainly ran as much or more in dollar volume. Nor does it include expenditures by minor parties such as the Socialists and Communists, which were also buyers of time, though on a relatively small scale, in 1936.

2. Much more of the party radio budgets will be spent this year on spot broadcasting, chiefly via transcriptions, due to the expected inability of the national networks to clear time as readily as they have in previous campaigns.

Will Use Agencies

3. Most if not all of the national time placements will be made through advertising agencies in pursuance of a practice first established in 1936 when nearly all of the major party radio time was purchased through agencies.

4. The same radio chieftains will probably function for the Democrats and Republicans as in 1936—namely, Robert I. Berger for the former and Wells (Ted) Church for the latter.

These are the highlights of the developments thus far as the major parties prepare, with radio contemplated as the foremost instrument for reaching the public, for their nominating conventions. The Republican convention will open in Philadelphia June 24, and the Democratic convention will start in Chicago July 15. After the conventions and the presidential candidates' acceptance speeches, which will be carried sustaining, everything goes on a commercial basis under a policy originally laid down by the networks and accepted without question by politicians.

The quadrennial conventions, of course, will be carried fully by the networks as they have been since 1928, and network public events directors are already at work on plans. A. A. Schechter is handling details for NBC; Paul White for CBS; G. W. (Johnny) Johnstone for MBS. These public events will require considerable clearance of day time, now much more at a premium on the networks than in previous years when daytime serials were not so much in vogue and when much more open time was available.

That coverage of the campaigns could disrupt regular program schedules more than ever, goes almost without saying. More network and local time is now on a sponsored basis, and the politicians learned early that their broadcasts, chiefly talks, create resentment among the audience when they displace popular programs. Thus the radio directors of the national committees expect to turn more and more to transcribed talks and to late evening hours in order to keep down interference with regular schedules.

Will Again Handle Radio

Mr. Church

Mr. Berger

Less than $250,000 was spent by the Democrats and Republicans combined on spot time out of the more than $1,500,000 expended for radio in 1936. The networks got by far the bulk of the bookings. They probably will get most of the bookings again this year, but probably in smaller proportion.

Working on Plans

Exactly how much the respective parties will spend on radio publicity has not yet been determined, and cannot be until new party chairmen, treasurers and officials are appointed. This comes immediately after the presidential nominating conventions. The nominees have considerable voice in the personnel selections, if not in the budget allocations.

It is practically a certainty, however, that Mr. Berger, who was radio director of the 1936 Democratic campaign, will assume that post again. He is now a special assistant in the Executive Offices in Washington, but will probably resign to resume the political post. Mr. Church, onetime CBS executive in Washington, held the radio directorship of the Republican National Committee in 1936 and has been employed as radio advisor and assistant to Franklyn Waltman, G.O.P. publicity chief, regularly since that time. He is already working on campaign plans, and there is every reason to believe that he will be formally named as radio director again this year after the Philadelphia convention.

Agencies Must Guarantee Payments

The tentative plan of both parties is to employ advertising agencies for the placement of both network and spot time again. This worked quite well in 1936, when it was first tried and when the Republicans and Democrats split up most of their business among about a half-dozen agencies. Little effort has been made by the agencies thus far to capture these political accounts, however, because the agencies are expected to guarantee payments to the outlets and no commitments can as yet be made by the party treasuries.

The Democrats unofficially state they believe they will spend about as much this year as in 1936. Less time may be bought because the July 15 convention has considerably shortened their campaign and because commercial rates on networks and stations generally are higher. But this will be equalized by the more intensive campaign. The Democrats look to the use of combined networks for major speeches, particularly by the candidates for President and Vice-President, in which case they will want cream time and will accept the obligation of paying contracted talent on the sponsored shows they displace.

The Republican National Committee in 1936 spent around $150,000 for transcriptions placed lo-

Network Billings of Political Parties For 1936 Campaign Nearly $1,275,000

NETWORK billings for political time sold during the 1936 national elections campaign alone accounted for nearly $1,275,000 of the total amount spent by the national parties, according to data supplied to BROADCASTING by NBC, CBS and MBS. This does not take into account spot time used, largely for transcriptions of speeches and foreign language programs, which the party headquarters advise probably ran into another $250,000, with the Republicans accounting for approximately $150,000 and the Democrats for about $100,000.

Nor do these figures, except for limited local and restricted hookup time bought through MBS, include the amounts spent in local and State campaigns which cannot be estimated for the country as a whole because no effort has been made to secure station and regional network billings.

NBC reported that it sold $394,993 worth of time to the Republicans, $232,656 to the Democrats, $31,119 to the Communists—a total of $658,768.

CBS reported $300,428 from the Republicans; $249,298 from the Democrats; $20,617 sundry, which includes small Communist billings and billings to other lesser parties. The CBS figure also includes $29,187 from the Republicans and $23,106 from the Democrats for talent charges, representing payments to contracted talent displaced for political broadcasts.

Mutual's 1936 political bookings were reported as follows: National Democrats, $39,419; National Republicans, $4,927; New York State Democrats, $14,609; Fr. Coughlin, $41,660; National Jeffersonian Democrats, $2,449; miscellaneous, $2,353—a total of $105,407.

All of the parties have paid up all of their obligations to the networks, the remnants of their debts having only recently been cleared up.

cally, the Democrats around $70,000. Speeches on limited networks may be transcribed and placed locally on a spot basis, ranging from five minutes to 30 minutes in length. The Republicans used some 5-minute and 15-minute talks during the 1936 campaign, much of its spot time being devoted to foreign language placements and some to discs carrying William Hard's network broadcasts over additional stations selected to fill in network gaps.

The routine of handling political broadcasts was so well established in 1932 and 1936 that few innovations in method are anticipated. The chief job of the radio directors will be to coordinate the speakers and work with the agencies in buying and clearing time on the most favorable basis with the least disruption of popular schedules. It is the politicians' awareness of public likes and dislikes, easily checked, that has made political time-handling much less of a problem for networks and stations each campaign year.

Lucky Strike Test

AMERICAN TOBACCO Co., New York, is planning a large test campaign of spot announcements for Lucky Strike cigarettes, it is understood, to run as 18 two-and-a-half minute daily spots on New York stations WABC, WEAF, WOR, WMCA and WNEW. Proposed announcements would open with a commercial on the hour, after which a portion would be played or sung of the No. 1 selection on that week's Lucky Strike *Hit Parade* program, heard on CBS. All announcements would be transcribed. According to Lord & Thomas, New York, the agency handling the account, some difficulty has been encountered in presenting the discs on the hour on the above stations and the entire campaign, although lined up, has not been definitely settled.

Golden Peacock Expands

GOLDEN PEACOCK Inc., Paris, Tenn. (bleach cream) on April 1 will expand its present radio schedule to include stations to be selected in Memphis, Atlanta, Charlotte, Oklahoma City, Chicago, Philadelphia and Houston. One-minute transcribed spots will be used for 13 weeks. Stations now carrying the announcements are KFI, Los Angeles; WSM, Nashville; WFAA, Dallas; WOAI, San Antonio. H. W. Kastor & Sons, Chicago, is agency.

Armour & Co. Spots

ARMOUR & Co., Chicago (meats), through Lord & Thomas, Chicago, has started a spot announcement campaign on KSCJ, Sioux City, Ia.; WHO, Des Moines; KOIL, Omaha; WOC, Davenport; WNAX, Yankton, S. D. Schedule consists of 10 announcements weekly.

STEPHEN R. RINTOUL, formerly with WBS and now with The Katz Agency, has applied to the FCC for a new 250-watt station on 1370 kc. in Samford, Conn.

FIRST presidential nominating convention to be covered by radio will be that of the Socialist Party, to be held April 6-8 in the main auditorium of the National Press Club in Washington. All three networks have announced they will carry highlights.

EQUAL TIME FOR ALL PARTIES

Communications Act Requires Even Communists Get Same Treatment as Others

EVEN the Communists, less popular than ever because of the international situation, will be entitled to buy time on an equal basis with the other parties during the 1940 national campaign as they did on a rather small scale in 1936. Despite an antipathy which led several stations in 1936 to refuse to carry talks by Communist candidates and their spokesmen, they were finally obliged to do so when the letter of the Communications Act of 1934 was called to their attention by the FCC.

Thus if the Republicans and Democrats buy time for the candidates when political broadcasts go on a commercial basis, immediately after the nominating conventions, an equal opportunity must be accorded duly registered Communists candidates under Sec. 315 of the Act which reads:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect. *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

This provision does not apply to persons other than the legally qualified candidates themselves but does require that, if a broadcast station permits the use of its facilities by a candidate, equal opportunities in the use of the station shall be afforded all other legally qualified candidates for the same office.

Definitions in Rules

The Commission's *Rules Governing Standard Broadcast Stations* more specifically define broadcasts by candidates for public office in the following language:

Section 3.101 *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

Section 3.102 *Definitions.*—The following definitions shall apply for the purpose of section 3.101:

(a) "A legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) "Other candidates for that office" means all other legally qualified candidates for the same public office.

Section 3.103 *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

Section 3.104 *Records; inspection.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Need Not Take Programs

The Commission's Rules and Regulations do not impose any requirements as to the rendering of free service by broadcast stations. This is a matter to be determined by the individual stations.

With respect to program content, Section 326 of the Communications Act provides, "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

The express prohibitions contained in the Communications Act with respect to program content are: The prohibition against the broadcasting of lottery information contained in Section 316, and the provision of Section 326 that no person "shall utter any obscene, indecent, or profane language" on the air.

Convention Video

TELEVISION will be introduced at the Republican National Convention in Philadelphia June 24 and at the Democratic National Convention in Chicago July 15, according to present plans. Mobile transmitting units, with receivers in strategic places, including some in the convention halls, will show the politicians exactly how the visual art works. Arrangements are now being made by RCA-NBC television executives with the cooperation of the party radio chieftains. This will be the first use of television at national political conventions. It is expected the acceptance speeches of the major party presidential nominees will also be televised, marking the first use of television for actual campaign speechmaking.

Drawn for BROADCASTING by Sid Hix

"Are You Deaf! What I Said Was 'Let Me See Your Script, Please'."

Clifford M. Taylor

CLIFFORD M. TAYLOR, commercial manager of WBEN, Buffalo, since it was founded in 1930, died suddenly in a Jacksonville, Fla. hotel March 11 following a heart attack. He had motored to Florida with E. H. Twamley, WBEN manager, for a vacation fishing trip and they were en route home. Mr. Twamley was at the bedside when he died. Mr. Taylor was 46, and had left the advertising staff of the *Buffalo News* to join the station. He was a native of Darien Center, N. Y., near Buffalo. He is survived by his widow and mother and by two children, Mary, 15, and Clifford Jr., 7.

WFMJ Joins Blue

WFMJ, Youngstown, on March 24 will join NBC as a suplementary station to the Basic Blue Network, bringing the total of NBC affiliates to 186. WFMJ operates with 250 watts on 1420 kc. and has an evening hour rate of $100. It is operated by William F. Moag, publisher of the *Youngstown Vindicator*.

TRANSRADIO Press service is being used by the new *Hartford* (Conn.) *Newsdaily*, first metropolitan daily newspaper to be printed by the planograph or photo-offset method, which made its bow March 4 in 12 x 16 inch tabloid format with 16 pages.

Gannett's Group Asks Radio Funds

A NATIONWIDE campaign to raise $50,000 to "develop public opinion supporting security and free speech for radio" and to get behind enactment of the Ditter Bill (HR-8509), has been launched by the National Committee to Uphold Constitutional Government headed by Frank E. Gannett, New York State publisher and station owner, who has announced his candidacy for the Republican Presidential nomination.

Seeking to enlist broadcasters, radio advertisers, advertising agencies and set manufacturers in the campaign, Sumner Gerard, treasurer, on March 1 solicited executives in these pursuits for contributions of from $10 to $500. The campaign, so far as known, does not have the endorsement of any recognized groups in radio or in related fields. It follows an effort made several months ago by the same committee to foster a campaign for amendment of the Communications Act.

Along with his circular letter, Mr. Gerard sent extracts from the *Congressional Record* covering remarks of Rep. Ditter (R-Pa.), in connection with the introduction of his measure [BROADCASTING March 1], a reprint of an editorial from the *Chicago Tribune*, supporting the Ditter measure, and a reprint of an editorial published in BROADCASTING March 1, discussing the Ditter Bill and the radio regulatory situation.

Mr. Gerard stated the committee, to carry forward this year's general work in support of constitutional Government and free enterprise including the cost of special work on radio, needs a fund of $150,000. In addition to the "very heavy expenditures already made on radio in reaching 967,000 individuals, we should have $50,000 for use in a special, nationwide educational campaign," he added.

[Editor's Note: While BROADCASTING editorially has espoused remedial radio legislation, it has not in any way collaborated with the National Committee to Uphold Constitutional Government, and it is in no wise connected with the current campaign of the Committee.]

Texas Applicant Cited For Alleged False Data

PURSUING its new policy of revocation proceedings where purported false information has been given, the FCC March 12 issued a show cause order against W. B. Dennis, Plainview, Tex., alleging false and misleading statements relative to his financial condition. Mr. Dennis, who last July 12 was granted a construction permit for a new daytime station on 1200 kc. with 100 watts, was ordered to show cause on or before March 29 why the construction permit should not be cancelled. The call letters KWBD had been assigned.

Commission records, it is understood, indicated the applicant had shown no liabilities as against cash of $7,000, real estate valued at $7,000, four cows and an automobile, for an aggregate worth of approximately $20,000. Presumably it was later developed that he proposed to borrow $7,000 on his real estate and that he did not have the cash in that amount. [See story on other Texas cases on page 62.]

CINCINNATI'S three Crosley stations—WLW, WSAI and WLWO, international shortwave outlet—at 12:01 a.m. on March 1 inaugurated Associated Press leased wire service on a 24-hour basis through a new working arrangement with *The Cincinnati Enquirer*. The stations also will have full local news coverage from the *Enquirer* city room. The new service started with a special broadcast during which Peter Grant (right), chief of the newscasting staff, handled the first AP bulletin, and then introduced all his newscasting colleagues, each of whom read a bulletin in his own particular style. Nearest the microphone in the line is Dick Bray, while back of him in order stand Harvey Miller, Paul Allison, Gordon Shaw, Ken Peters, Roger Baker and Michael Hinn. The AP service augments the stations' full leased-wire service of INS. A new glass-enclosed newsroom is being constructed in the main lobby of the Crosley studios to enable studio visitors to watch the news processing.

AP Polling Its Newspaper Membership For Views on Sponsored Radio News

THE Associated Press, which last year for the first time made its news available for use on sponsored broadcasts, is currently polling its more than 1,400 member newspapers on "the advisability of liberalizing radio activities to make possible a larger income and at the same time to meet, insofar as appropriate, the radio policies of competitors."

Robert McLean, *Philadelphia Bulletin*, AP president, on Feb. 29 sent a letter to all AP members in which he reviewed the resolution adopted by the 1939 meeting urging the board of directors to consider the use of AP news on sponsored programs [BROADCASTING, May 1] and the board's subsequent action in permitting the use of AP news on the air by members [BROADCASTING, June 1].

"The steps that have been taken, however," the letter states, "have not been productive of much increased revenue." It continues that, since "additional revenue is now required to meet the increased news collection costs" the board would like an expression from the membership on the expansion of radio activities.

Board to Study Replies

The letter asks each member to give a yes or no answer to the following question: "Do you favor the Associated Press liberalizing its radio activities to the extent that necessary revenue therefrom can be provided to meet the increased news collection costs which confront the Association?" Replies are "dribbling in" at the present time, it was stated at AP headquarters, but no attempt has yet been made to analyze them. This will probably be done by the board's executive committee, which is expected to meet later this month.

The sale of AP news on a national scale to networks and to national and regional advertisers, which would be necessary if AP is to "meet the radio policies of competitors", is expected to be a major topic of discussion at the annual AP meeting, to be held April 22 at the Waldorf-Astoria, New York. Question of any commercialization of AP news on the air had been tabled, after lengthy argument, by several prior annual meetings. The 1939 meeting asked the board to consider the subject, despite heated opposition from a number of members.

The present AP arrangement permits member newspapers to make use of the association's news on the air, but "only from the member's city of publication." This restriction makes impossible any sale of AP news to national advertisers for broadcasting on a network, or on a spot basis, unless individual contracts are negotiated with the newspapers in each city. Furthermore, an advertiser desiring to sponsor AP newscasts at various times throughout the day might, in many cities, be forced to deal with two publishers and to use two stations, as the regulations likewise limit the sale of news to the paper's hours of publication. That is, an evening paper may have AP service during the daytime while its morning rival has AP night wire.

Another handicap to the sale of AP news has been the restriction prohibiting the use of the AP label on commercial newscasts, which, under present regulations, are made in the name of the member paper and without mention of AP. This makes the news less desirable to advertisers as it removes the prestige value which might otherwise be derived from the name.

Although not specifically identified, the "increased news collection costs" are believed to arise from coverage of the European war. Last fall both UP and INS invoked the war clauses in their contracts to add special assessments of 12½% and 15% respectively, although UP has since cancelled this extra charge altogether and INS has cut its levy from 15% to 7½%. AP, however, has not yet levied any special wartime surcharge on its members.

Sponsored Forum Is Slated on Blue

Squibb Capital Series First Of Kind Under the Code

SPONSORSHIP of a forum type of program, featuring outstanding Washington news commentators and other public figures on news topics of the week, by E. R. Squibb & Sons, pharmaceutical manufacturer, has been tentatively arranged, with the weekly half-hour series slated to begin on an NBC-Blue Network during March.

While plans have not been definitely set, it was understood the program, to be placed by Cecil & Presbrey, New York, might get under way by March 19 from Washington. The creation of Theodore Granik, conductor of the *Forum of the Air* on WOR and MBS, the program would have as principal talent such commentators as Gen. Hugh S. Johnson, Dorothy Thompson, Mark Sullivan and Jay Franklin, with a contemplated switch in talent to include other commentators week-to-week. The commenators were said to be under contract.

Others Interested

While tentative arrangements had been completed with Squibb for sponsorship, it was also reported that several other sponsors were interested and a change might be effected. Among others, Knox Gelatine Co. was reported interested.

The program, first of the forum type slated for sponsorship since the furor over the NAB code provision banning sale of time for controversial issues except in forums, would be divided into two 15-minute stanzas. The first would be devoted to comments on the topic of the week by the selected commentators, with the last 15 minutes given over to a question-answer period on the same topic with a selected studio audience of some 50 to 75 Government figures participating. Such tentative names as *Washington Calling* and *What's Your Opinion* have been discussed.

Ed Kirby, secretary of the NAB Code Committee, advised Mr. Granik March 8 that he thought the forum sponsorship indicated a new trend in commercial programming and came as a "just reward" for Mr. Granik's pioneering efforts in forum type broadcasts during the last ten years.

"The program is entirely consistent with the NAB code and in my opinion is the outstanding example of the forum type of broadcast envisioned in the code," he wrote. "By lining up outstanding commentators to participate in the forum you have devised a distinguished means of bringing diverse opinion to a radio audience hungry for information and comment about all important public matters."

Copyright Action By Justice Dept. Is Predicted Soon

Increased Activity Is Noted; Study Collusion With AFM

FEDERAL intervention in the music copyright situation, which may develop in one of several ways, is foreseen as ASCAP continues its sham-battle over the Gene Buck Arizona arrest and while Broadcast Music Inc., as the industry's own source of musical works, digs in for practical operation.

While no formal word is forthcoming from the Department of Justice, it is admitted the Department has increased its staff dealing with copyright, looking toward revival of the Government anti-trust suit against ASCAP, still pending in the Federal District Court for the Southern District of New York. Whether the action will come as a reopening of that case or develop as entirely new litigation, remains to be decided by Attorney General Robert H. Jackson, it is reported.

The anti-trust suit, seeking to dissolve ASCAP as a monopoly in restraint of trade, has been pending since 1935. Recently the Attorney General named Victor Waters, special assistant, to make an entirely new study of the case and within the last week he was given two assistants, one of whom already has been assigned to outside investigational work.

Is Looking Into AFM

Meanwhile, the anti-trust division of the Department also is understood to be scrutinizing conditions surrounding the enforced employment by broadcast stations of fixed quotas of musicians, growing out of the 1937 contracts with AFM. This study, under Holmes Baldridge, former FCC telephone counsel, is believed to tie into the ASCAP situation. In this connection it was recalled that when AFM originally made its demand upon broadcast stations three years ago, it was understood to have collaborated with officials of ASCAP. Meetings were held at the ASCAP board room, it was reported then.

Also presumed to have a bearing on the entire litigation situation was the presence in Washington during the week of March 4 of Ed Craney, general manager of KGIR, Butte, Mont., and one of ASCAP's most persistent critics. Mr. Craney, it is understood, conferred with Justice attorneys March 8. A close friend of Senator Wheeler (D-Mont.), Mr. Craney is believed to have interested the Senator in the matter. On at least two occasions Senator Wheeler, one of the most powerful figures in the Nation's capital and regarded as a possible Democratic Presidential nominee, has sought to have the Department reinstate the anti-ASCAP suit. It was thought not unlikely in official Washington that he might make a third request, either direct or from the Senate floor.

BMI Goes Ahead

While BMI, with approximately $1,300,000 of its $1,500,000 fund accounted for, develops its modus operandi [see page 20], under its newly-appointed general manager, Merritt E. Tompkins, ASCAP has

(*Continued on page 76*)

'Pulitzer' Awards Proposed For Public Service in Radio

CREATION of annual public service awards to radio—the counterpart of the Pulitzer Prize awards in journalism and the arts—is under active consideration by the School of Journalism of the University of Georgia and may be authorized within a month. The University has access to the George Foster Peabody Foundation, whose philanthropies are well-known in the South.

Proposed initially by Lambdin Kay, director of public affairs of WSB, Atlanta, the awards would be to each of three American stations (local, regional and clear channel) for outstanding public service during the preceding calendar year. Mr. Kay and Ed Kirby, NAB public relations director, on March 12 conferred with officials of the University and with Marion Smith, prominent Georgia attorney and president of the board of regents, regarding the project. It is understood a meeting of the board of regents will be held April 6 to consider the entire plan.

As projected by Mr. Kay, who has advocated national awards of merit for radio for a dozen years, the plan is one under which the oldest chartered State University would recognize and encourage the social responsibilities of the youngest of the media of communications. The awards would be for the most disinterested and meritorious public service rendered by a station in each broad classifications. They would be announced and bestowed publicly by the regents of the University, upon recommendation of an impartial advisory board of 12, maintained by the Henry W. Grady School of Journalism.

Several years ago, the NAB adopted a convention resolution authorizing studies looking toward creation of annual awards of merit in radio. Mr. Kay was named chairman of a committee to pursue the study. It was felt such awards should be made by a group or foundation entirely outside of radio, patterned largely along the lines of the Pulitzer foundation. The Georgia University plan is seen as one which appears to meet all prerequisites.

'Captain' Buck

GENE BUCK, ASCAP president, and "grey eagle," has been elected an honorary officer of the Phoenix police force, which recently arrested him at the request of Montana authorities. In acknowledging the tribute, Mr. Buck described it as a high honor for "a fugitive from a radio chain gang".

AT&T Goes on Red

BELL TELEPHONE System, New York, on April 29 will start an institutional program *The Telephone Hour* on an NBC-Red network of more than 70 stations, with more stations probably to be added later. Program will be heard Mondays, 8-8:30 p. m., and will feature singers James Melton and Francia White. Don Voorhees will supply the music with a 57-piece orchestra in addition to a chorus under the direction of Ken Christie. Light classical music will be featured along with selections from leading musical comedies. N. W. Ayer & Son, New York, is agency.

COOPERATING with the Ohio Hardware Assn., WBNS, Columbus, presented a hardware quiz as the highlight of the opening meeting of the association's annual convention held recently in Columbus. The half-hour quiz broadcast was under the direction of *Professor Jay* (left), better known as Irwin A. Johnson, WBNS director of developmental programs. Representatives of three wholesalers competed against three retailers with the majority of questions covering hardware subjects. Shown with Johnson drawing their questions are J. C. Blaser, Cleveland (center), and Howard Nussbaum, Toledo (right).

ASSOCIATED TRIES COLLEGE BASEBALL

TIDE WATER ASSOCIATED OIL Co., Associated Division, is experimenting with a schedule of intercollegiate baseball broadcasts in the San Francisco area, according to Harold R. Deal, advertising and sales promotion manager. These broadcasts, which started March 2, are augmenting the broadcast coverage of inter-collegiate athletics already provided on the Pacific Coast during football and basketball seasons.

Seven games from Seals Stadium, San Francisco are listed on the schedule. The games broadcast are those of the California Inter-Collegiate Baseball Assn. KLX, Oakland, is carrying the schedule with Frank Arthur calling the plays. The schedule continues until April 19. Increasing interest in college baseball and a desire to cooperate in further popularizing the game with the public are cited as reasons behind the broadcast move, according to Mr. Deal. The account is handled by Lord & Thomas, San Francisco.

Active Merchandising Drives Planned For General Mills, Goodrich Baseball

AGAIN sharing baseball sponsorship on the West Coast, General Mills and B. F. Goodrich Rubber Co. will take the air April 1 as the season opens. All Pacific Coast League games, home and away, in California and Oregon, and all games of the Western International League in Washington will be included. KLZ, Denver, is to recreate National League games.

R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast agency, along with General Mills and Goodrich executives, will travel to metropolitan centers and hold separate regional meetings with announcers. This plan replaces the annual baseball announcing schools held in San Francisco.

Stations in the Westco baseball sponsorship list include KJR, Seattle; KEX, Portland, Ore.; KGO, San Francisco; KROW, Oakland; KGA, Spokane; KPQ, Wenatchee, Wash.; KMO, Tacoma, Wash.; KIDO, Boise, Idaho; KUTA, Salt Lake City; KLZ, Denver. Los Angeles coverage had not been arranged as BROADCASTING went to press. KNX and KFAC were used in 1939.

As was the rule last year, only four commercials will be used during any one baseball broadcast. But the announcer will be permitted to ad lib briefs on the products at any time, using his own discretion. Announcers signed to date for this season are: Ernie Smith, KGO; Dean Maddox, KROW; Leo Lassen, KJR; Rollie Truitt, KEX; Louis Gillett, KGA; Jerry Geehan, KMO; Roy Civile, KIDO; Bill Sears, KUTA; Jack Fitzpatrick, KLZ.

A program of merchandising and promotion has been planned by both General Mills and Goodrich. As last year General Mills will employ the *Wheaties Quartet*, a transcribed musical novelty. This will be played at the radio studio during the seventh inning stretch.

A Wheaties merchandising story will be sent regularly in dramatized transcription form to announcers. And again this year General Mills will utilize the Welcome Home merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays.

Wheaties boxes will contain pictures of the ball players in the locality and grocer mentions will be given during the games by the announcers at the field. The sportscasters will make frequent personal appearances at various grocery stores where Wheaties are sold and sign autographs for fans. It is also planned to have photographs of outstanding diamond stars in advertisements to be used by Wheaties in national magazines. The ads likewise will call attention to the Wheaties baseball broadcasts.

Goodrich, too, will go into an elaborate merchandising program in connection with the ball games sponsorship. Although its definite plans were not available at this writing, it was understood that Goodrich would repeat its soap box derby for boys. It also plans dealer posters and special displays.

What it means to YOU!

The best radio buy in Detroit—based on greatly enlarged primary area **day** and **night** coverage resulting from WXYZ's new high power transmitter . . . **at no increase in rates.**

☆

MORE MARKETS THAN EVER BEFORE . . .

☆

MORE LISTENERS THAN EVER BEFORE . . .

☆

MORE VALUE PER DOLLAR THAN EVER BEFORE . . .

☆

WXYZ's new RCA transmitter and Blow-Knox vertical antennae located seven air miles from downtown Detroit has more than doubled the nighttime guaranteed good service area.

☆

NO INCREASE IN COST

Key Station
Michigan Radio Network
★
Basic Detroit Outlet For NBC Blue Network
★
5000 WATTS
Daytime
1000 WATTS
Nighttime
★
National Sales Representative
PAUL H. RAYMER CO.

Status of FM Licenses and Applications as of March 13

FM STATIONS LICENSED AND OPERATING

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc.
N. of Alpine, N. J.	W2XMN	Edwin H. Armstrong	40,000	42800 117430
New York City	W2XOR	Bamberger Bcstg. Service (WOR)	1,000	43400
Schenectady, N. Y.	W2XDA	General Electric Co. (WGY)	50	43200
New Scotland, N. Y.	W2XOY	General Electric Co. (WGY)	150	43200
New York City	W2XQR	John V. L. Hogan (WQXR)	1,000	43200
Washington, D. C.	W3XO	Jansky & Bailey	1,000	43200
Milwaukee, Wis.	W9XAO	The Journal Co. (WTMJ)	1,000	42600
New York City	W2XWG	National Broadcasting Co. (WEAF)	1,000	42600
Yonkers, N. Y.	W2XAG	Carman R. Runyon, Jr.	5,000	117190
Hartford, Conn.	W1XPW	WDRC, Inc.	1,000	43400
Rochester, N. Y.	W8XVB	Stromberg-Carlson Co. (WHAM)	1,000	43200
Hartford, Conn.	W1XSO	Travelers Bcstg. Service Corp. (WTIC)	1,000	43200
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co. (WBZA)	1,000	42600
Columbus, O.	W8XVH	WBNS, Inc.	250	43000
Rochester, N. Y.	W8XAD	WHEC, Inc.	1,000	42600
Chicago, Ill.	W9XEN	Zenith Radio Corp.	1,000	42800

FM STATIONS AUTHORIZED FOR CONSTRUCTION

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc.
Superior, Wis.	W9XYH	Head of the Lakes Bcstg. Co. (WEBC)	1,000	43000
Bethesda, Md.	W3XMC	McNary & Chambers	100	42600
Boston, Mass.	W1XK	Westinghouse E. & M. Co. (WBZ)	1,000	42600
Worcester, Mass.	W1XTG	Worcester Telegram Pub. Co. (WTAG)	1,000	43400
Boston, Mass.	W1XOJ	Yankee Network	50,000	43000
Cincinnati, O.	------	The Crosley Corp. (WLW)	1,000	43200

PENDING APPLICATIONS FOR FM STATIONS

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc.
Utica, N. Y.	------	WIBX, Inc.	1,000	43400
Portland, Me.	------	Portland Bcstg. System (WGAN)	1,000	43400
N. of Alpine, N. J.	------	Yankee Network	50,000	43000
Mt. Washington, N. H.	------	Yankee Network	5,000	42600
Syracuse, N. Y.	------	Onondaga Radio Bcstg. Corp. (WFBL)	1,000	43000
Philadelphia, Pa.	------	Pennsylvania Bcstg. Co. (WIP)	1,000	43400
Atlanta, Ga.	------	W. J. Holey	100	43200
Los Angeles, Cal.	------	May Department Stores Co.	1,000	43000
Kansas City, Mo.	------	Midland Bcstg. Co. (KMBC)	1,000	42600
Philadelphia, Pa.	------	Westinghouse E. & M. Co. (KYW)	1,000	42600
Pittsburgh, Pa.	------	Westinghouse E. & M. Co. (KDKA)	1,000	42600
Dayton, O.	------	Miami Valley Bcstg. Co. (WHIO)	1,000	42600
Boston, Mass.	------	Boston Edison Co. (WEEI)	250	43200
Binghamton, N. Y.	------	Howitt-Wood Radio Co. (WNBF)	1,000	42600
Greensboro, N. C.	------	N. Carolina Bcstg. Co. (WBIG)	250	42600
Syracuse, N. Y.	------	Central N. Y. Bcstg. Corp. (WSYR)	1,000	43200
Providence, R. I.	------	The Outlet Co. (WJAR)	1,000	43400
St. Louis, Mo.	------	Star-Times Publishing Co. (KXOK)	250	43000
Chicago, Ill.	------	WGN, Inc.	1,000	43200
Chicago, Ill.	------	Moody Bible Institute (WMBI)	1,000	43000
Detroit, Mich.	------	James F. Hopkins (WJBK)	1,000	43400
Atlanta, Ga.	------	Atlanta Bcstg. Co. (WATL)	1,000	42800
Columbus, Ga.	------	Columbus Bcstg. Co. (WRBL)	1,000	43000
Albany, N. Y.	------	WOKO, Inc.	250	43400
New York City	------	William G. H. Finch	1,000	117910
New York City	------	Muzak Corp.	1,000	43600 117910
Providence, R. I.	------	Cherry & Webb Bcstg. Co. (WPRO)	1,000	42800
Cincinnati, O.	------	Cincinnati Times-Star Co. (WKRC)	1,000	43400
Detroit, Mich.	------	WJR, The Goodwill Station	1,000	42800
Peoria, Ill.	------	Peoria Bcstg. Co. (WMBD)	1,000	43400
Toledo, O.	------	Fort Industry Co. (WSPD)	1,000	43200
New York City	------	Greater N. Y. Bcstg. Corp. (WOV)	1,000	43800
New York City	------	Jerome Raymond Popkin-Clurman	1,000	42400
Philadelphia, Pa.	------	Jerome Raymond Popkin-Clurman	1,000	43000
Lexington, Ky.	------	American Bcstg. Corp. of Ky. (WLAP)	1,000	43200
Detroit, Mich.	------	Evening News Assn. (WWJ)	1,000	43000
Chicago, Ill.	------	WJJD, Inc.	250	43400
New York City	------	Marcus Loew Booking Agency (WHN)	1,000	43200
Chattanooga, Tenn.	------	WDOD Broadcasting Corp.	1,000	42600
Canton, O.	------	Ohio Broadcasting Co. (WHBC)	1,000	42600
Amarillo, Tex.	------	Amarillo Bcstg. Corp. (KFDA)	1,000	43200
Fall River, Mass.	------	Doughty & Welch Electric Co. (WSAR)	1,000	43200
Chattanooga, Tenn.	------	W. A. Patterson (WAPO)	1,000	43400
Salt Lake City, Utah	------	Radio Service Corp. of Utah (KSL)	250	42800
Antelope Island, Utah	------	Radio Service Corp. of Utah (KSL)	1,000	43200
Chicago, Ill.	------	Agricultural Bcstg. Co. (WLS)	1,000	43400
Raleigh, N. C.	------	WPTF Radio Co.	1,000	43000
Davenport, Ia.	------	Tri-City Bcstg. Co. (WOC)	1,000	42600
Des Moines, Ia.	------	Central Bcstg. Co. (WHO)	1,000	43000
Youngstown, O.	------	WKBN Bcstg. Corp.	1,000	43400
Brooklyn, N. Y.	------	Frequency Bcstg. Corp.	50,000	42200
Jacksonville, Fla.	------	Metropolis Co. (WJHP)	1,000	42800
Los Angeles, Cal.	------	Don Lee Bcstg. System (KHJ)	1,000	42600
Philadelphia, Pa.	------	Wm. Penn Bcstg. Co. (WPEN)	1,000	43200
Ashland, Ky.	------	Ashland Bcstg. Co. (WCMI)	1,000	43200
Kalamazoo, Mich.	------	WKZO, Inc.	1,000	42600
Grand Rapids, Mich.	------	WKZO, Inc.	1,000	43400
Nashville, Tenn.	------	National Life and Accident Insurance Co. (WSM)	1,000	42800
Nashville, Tenn.	------	WSIX Inc.	1,000	43200
Kansas City, Mo.	------	Commercial Radio Equipment Co.	500	43200
Indianapolis, Ind.	------	Indianapolis Bcstg., Inc. (WIRE)	1,000	43000
Scranton, Pa.	------	Scranton Broadcasters, Inc. (WGBI)	1,000	43200
New York City	------	World Broadcasting System, Inc.	1,000	41800
Chicago, Ill.	------	World Broadcasting System, Inc.	1,000	42200
Hollywood, Cal.	------	World Broadcasting System, Inc.	1,000	43400
Morrisville, Pa.	------	WOAX, Inc. (WTNJ)	1,000	42600
Minneapolis, Minn.	W9XHW [1]	Columbia Bcstg. System (WCCO)	1,000	42800
New York City	W2XDV [2]	Columbia Bcstg. System (WABC)	1,000	43000

[1] Now licensed for high frequency A-M, with 50 watts on 42300 kc. Application also asks for CP to change site to Boston-Worcester area.
[2] Now licensed for high frequency A-M, with 50 watts on 42300 kc.

Full Commercial Status Sought For FM at Hearing Before FCC

Many Organizations to Testify on Merits of 'Static-Free' Service in High Frequencies

FULL COMMERCIAL operation of frequency modulation broadcasting as a corollary of "standard" broadcasting, without experimental, limited commercial or other restrictions, will be sought by proponents of the projected new "static-free" service at hearings to begin March 18 before the FCC sitting en banc. The bearings are expected to run at least a week.

With appearances filed by 29 separate organizations and individuals [BROADCASTING, Feb. 15], the hearings are destined to have an important bearing on the future development of sound broadcasting as well as television, since a conflict over frequency allocations is definitely foreshadowed.

Led by FM Broadcasters Inc., formed recently with a membership of some 30 broadcasters to foster the introduction of the new FM art, proponents of the system will go down the line for full commercial status for FM on the ground that it is no longer experimental and that anything short of regular operation would tend to impede wholesome development of a new area of public service. Their case, along with that of other applicants, is interwoven with the wide-band frequency modulation system developed by Maj. Edwin H. Armstrong, Columbia University professor and inventor of the superheterodyne circuit.

A Matter of Policy

The basic issue boils down to determination of policy by the FCC on the allocation of sufficient bands in the ultra-high frequencies above 25,000 kc. to permit establishment of a new counterpart of standard broadcast service on a nation-wide basis. While the Commission must weigh many factors, including the status of other radio services, as against the pros and cons of FM broadcasting, it nevertheless feels that protagonists of FM should have their day in court and present a complete affirmative case.

FCC Chairman Fly declared prior to the hearing that he does not regard it as one in which there should be a "free-for-all" for ultra-high frequencies by various services. He is looking for an affirmative presentation by proponents of FM broadcasting of the type of service they propose to render in the ultra-high frequencies with the new transmission method, rather than a comparison of other potentially competitive users of the same bands. Requirements of other services, actual or potential, are incidental to the main issue, he said, though he felt that perhaps some reference to other services could not be avoided.

Asserting that he regarded the hearing as one on FM broadcasting rather than on television, education, Government or other services, he declared the Commission obviously will take into account the whole picture before it finally decides on procedure. The question of ultra-high frequency allocations for television, for example, was covered during the hearings on television seven weeks ago and will be weighed in connection with formation of future allocation policies, he declared.

The Commission formally announced March 7 that it is not its purpose to inquire into broad allocation problems affecting services other than aural broadcasting. It stated, however, that this limitation is not intended to preclude testimony pertaining to the suitability of forms of modulation for other services or to preclude general testimony respecting the effect upon the present allocations to other particular services by the adoption of different channel widths than are now recognized.

Many Applications

Aside from the expected resistance of television groups to transfer of lower frequency bands allotted to television for FM purposes, appearances already filed indicate clearly that educational groups, headed by Dr. John W. Studebaker, U. S. Commissioner of Education, will resist efforts of FM advocates to utilize the 41,000-42,000 m.c. band for FM. This band, under present allocations, is allotted for non-commercial educational broadcasting stations, though up to now, due to the few applications, only three stations have been authorized to operate on the twenty-five 40-kc. frequencies available in the band.

Under the leadership of John Shepard 3d, president of Yankee Network and a pioneer experimenter in FM, the recently created FM Broadcasters Inc. will carry the major burden of the plans of proponents. Chief witness for the organization will be Maj. Armstrong himself. Philip G. Loucks, former NAB managing director, is chief counsel for the group. Ten witnesses are expected to appear to cover all phases of the projected service.

Meanwhile, the FCC was deluged with applications for new FM stations, the total approximating

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more than 60 as BROADCASTING went to press. There are 16 FM stations already in experimental operation with another five construction permits issued.

Interest within the industry over FM has reached a new peak, and it is one of the main topics of conversation wherever broadcasters congregate. The fact that a half-dozen outstanding manufacturers also have gone into production of FM receivers, planning to merchandise them in markets having this type of transmission available, also has given impetus to the development. Dr. Armstrong and other proponents are in frequent demand for demonstrations and considerable literature has been issued dealing with it.

In some quarters the question has been raised as to whether FM was not developing "too fast", and they expect to get their answer during the hearings. Troubling some broadcasters is the policy determination whether the Commission would be disposed, under any plan of commercial operation, to authorize dual operation of standard and FM stations in the same city by the same owners, particularly since the trend in regular broadcast licensing has been away from that principle.

May Last Two Weeks

While the time requested by the 29 separate respondents amounts to about two days, it is conceivable the hearings may run as long as two weeks since the Commission itself will place in the record a considerable amount of testimony. Moreover, examination from the bench and by Commission counsel probably will consume more time than the original presentations, based on past hearing experience. It is presumed that both Chief Engineer E. K. Jett and General Counsel William J. Dempsey will participate in the proceedings. William H. Bauer, senior attorney who handled the television hearings, and Andrew D. Ring, assistant chief engineer in charge of broadcasting, also are expected to assist.

The Commission itself, whether the subject breaks into the open during the hearings or is confined to executive conferences, will consider the economic feasibility of expansion of broadcast service into the ultra-highs and weigh the evidence against the requirements of all types of other services for frequencies in those bands. It also must decide whether FM, requiring a 200 kc. band for optimum performance, has sufficient advantages over the conventional amplitude modulation or over narrow band FM to warrant large scale channel allocations.

More Stations Possible

Since it has been estimated the present broadcast spectrum, ranging from 550 to 1600 kc., can accommodate another 200 to 400 stations as against over 815 now authorized, the Commission must also determine whether it is economically feasible to open up additional frequency ranges. This is pointed out

(*Continued on page 30*)

LEADERS in the FM movement Paul De Mars, chief engineer, Yankee Network; J. R. Poppele, chief engineer, WOR; John Shepard 3rd, president, Yankee Network, and Maj. Edwin H. Armstrong, inventor of the FM system and owner of W2XMN, pictured with a Stromberg-Carlson FM receiver during a recent press demonstration held in New York.

Schedule and Summary of Appearances
FM HEARINGS MARCH 18

THE HEARINGS on FM will begin at 10 a. m. March 18 in the hearing room at the Interstate Commerce Commission Bldg. at the rear of the FCC offices on Constitution Ave.

In its announcement on procedure, the FCC said parties that have not specified in their notice of appearance the amount of time requested for testimony will be allotted 15 minutes. Other parties will be limited to two hours but are not expected to exceed the time requested in their notice of appearance. The only exception is that of FM Broadcasters Inc., which because of its unique status will be permitted six hours.

Witnesses will not be allowed to read prepared statements, though permission to submit them for the record can be sought. Each witness prior to his testimony must indicate the topics on the agenda with which his testimony will deal.

Parties will be heard in the order listed on a hearing calendar issued as of March 7, which follows:

Edwin H. Armstrong, CBS, Commercial Radio Equipment Co., FM Broadcasters Inc., International Business Machines Corp., William G. H. Finch, John V. L. Hogan, Jansky & Bailey, McNary & Chambers, Muzak Corp., National Life & Accident Insurance Co., Carman R. Runyon Jr., Radio Pictures Inc., Radio Corp. of America, Stromberg-Carlson Telephone Mfg. Co., WDRC Inc., Westinghouse Electric & Mfg. Co., Zenith Radio Corp., Association of State Foresters, States of Pennsylvania, New Jersey and New York, and Northeastern States Forest Protection Radio Assn., Brown Ray Phones, Dept. of Forests and Waters of State of Pennsylvania, Federal Security Agency, U. S. Office of Education, Mackay Radio & Telegraph Co., National Association of Educational Broadcasters, National Congress of Parents & Teachers, National Committee on Education by Radio, National Council of Chief State School Officers, National Education Assn., and Ohio State University.

A summary of appearance plans follows:

FM Broadcasters Inc.—Ten witnesses to cover all phases of development of the new art. These include John Shepard 3d on the acceptability of FM for regular as distinguished from experimental service and the necessity for changes in regulations to permit power increases and provide adequate bands and the competitive effects on FM vs. AM; A. F. Sise, Boston engineer, on field intensity measurements, and studies of existing FM stations; Maj. Armstrong as an FM witness (he will appear also in his own right); I. Martino, chief engineer of WDRC, Hartford, which conducts its own FM station, W1XPW; S. A. Waite, Boston engineer, on technical measurements; I. R. Weir and A. G. Thomas, General Electric Co., Schenectady, on technical studies; Maurice Levy, Stromberg-Carlson, Rochester, on receiver characteristics; G. W. Pickard, Boston consulting engineer, on technical aspects; Paul A. deMars, chief engineer, Yankee Network, a four-hour discussion of technical aspects; Jack DeWitt, chief engineer, WSM, Nashville, on technical aspects; Prof. Daniel E. Noble, Connecticut State College and consultant for WDRC.

Major Armstrong—Three witnesses to consume about four hours on all issues and one hour on service and coverage of FM transmitters, particularly his station W2XMN at Alpine.

RCA—Five witnesses to consume about four hours on all of the issues, together with a witness competent to testify regarding the patent situation.

CBS—Paul W. Kesten or M. R. Runyon, vice-presidents and A. B. Chamberlain, chief engineer, or W. B. Lodge, allocations engineer, to testify for two hours.

Jansky & Bailey, consulting engineers and licensees of W3XO, Washington—30 minutes on allocation problems and 30 minutes on multiplexing with FM and general operating conditions regarding W3XO.

John V. L. Hogan, licensee of W2XQR—30 minutes on experience and conclusions reached in FM experimentation.

W. G. H. Finch, Finch Telecommunications Laboratories—40 minutes on his facsimile system and on measurements comparing reception of A-M versus F-M stations.

WDRC Inc., licensee of W1XPW, Meriden, Conn., for 15 minutes on allocation and operating problems with particular reference to W1XPW.

C. R. Runyon Jr., licensee of W2XAG, Yonkers—One hour on propagation and general operating conditions with FM, with particular reference to operation above 100 megacycles.

Westinghouse, licensee of W1XSN and W1XK—Three witnesses for ten minutes each on company's position on FM, 30 minutes for observations of signal to noise ratio and ten minutes for description of patents.

McNary & Chambers, consulting engineers and holders of a construction permit for W3XMC, Washington—Two witnesses for one-half hour on laboratory and field tests.

Zenith Radio Corp., licensee of W9XEN, Chicago—One hour for J. E. Brown and J. R. Howland, on acceptability of FM broadcasting for regular service and relative merits of FM and AM wide band versus narrow band, and whether existing allocations should be modified.

National Congress of Parents & Teachers, through Mrs. J. K. Pettengill, president, Chicago, Dr. William McK. Robinson, Kalamazoo, and Mrs. M. T. Bannerman, legislative Chairman, Washington—Six to eight minutes each on allocation of frequencies for educational broadcasting.

I. Keith Tyler, director of evaluation of school broadcasts of Ohio State University—30 minutes to support present allocation of ultra-high frequency band of 41,000-42,000 kc. for educational stations, and to preserve existing allocation.

U. S. Office of Education—Two or three representatives on relation of F-M to 41,000-42,000 kc. band reserved for education, presumably to support existing allocation with witnesses likely to be Dr. J. W. Studebaker, Commissioner of Education, W. D. Boutwell, radio education director, and Harry A. Jager of Office of Education.

Canadian Department of Transport, Ottawa—W. B. Smith, one of its engineers, to attend hearing as observer.

Pennsylvania Department of Forest & Waters, Harrisburg—Through several representatives to testify only if necessary to bring out definite need of UHF for amplitude modulation by the Forestry Service.

WSM, Nashville—Jack DeWitt, chief engineer, for one hour on all issues except patents.

National Assn. of Educational Broadcasters — S. Howard Evans, secretary, Nat'l Committee on Education by Radio, to appear presumably in favor of retention of 41,000-42,000 kc. band for education.

Elmer L. Brown, Brown-Ray Phones, San Francisco—To attend hearings with two receivers "to test in case emissions are made with FM transmitters during hearing."

Stromberg-Carlson, Rochester — 30 minutes for Engineer Maurice Levy, on receiver manufacture.

National Education Assn., Washington —Willard E. Givens, executive secretary, and others presumably in support of existing education allocations.

National Council of Chief State School Officials—M. D. Collins, president, Atlanta, in support of existing 41,000-42,000 band for educational purposes and to reserve the right to use UHF amplitude modulation where it best serves interests of educational broadcasting.

Radio Pictures Inc., New York, licensee W2XR—Ten minutes for John V. L. Hogan on allocations.

International Business Machine Corp.—Two witnesses on practically all issues.

Assn. of State Foresters, Albany, N. Y. —K. F. Williams on forestry service use of UHF.

Mackay Radio & Telegraph Co.—Haraden Pratt, vice-president and chief engineer, no statement nor testimony unless requested.

Others filing notices of appearance are Commercial Radio Equipment Co., Kansas City; Muzak Corp., New York; Radio Pictures, New York; National Committee on Education by Radio, New York.

Soviet Observers

INTERNATIONAL interest in frequency modulation is indicated in a letter received by the FCC in connection with the March 18 FM hearings from the Glavesprom Commission of Soviet Russia, division of Amtorg Trading Co., Soviet buying agents in the United States. Stating that the newly developed FM transmission was "of great interest to us", the Glavesprom Commission asked permission for three of its engineers to attend the proceedings. The FCC, in its reply, stated that the hearing was open to the public and that Glavesprom representatives would be welcome. The Canadian Department of Transport, Ottawa, also will be represented at the hearing by W. B. Smith, one of its engineers.

BMI to Uncover New Sources of Music and Talent

Independent Music Supply Main Aim, Says Tompkins

For sketch of Mr. Tompkins, see page 47

MERRITT E. TOMPKINS, president of Associated Music Publishers and former vice-president and general manager of G. Schirmer Inc., on March 15 joined Broadcast Music Inc. as general manager. In accepting the position, Mr. Tompkins said that the opportunity to create a reservoir of music designed especially for the listening public and at the same time give a hearing to new composers and its own supply of music to the broadcasting industry had proved irresistible.

Simultaneously, the appointment of Clinton M. Finney, since last fall vice-president of AMP, to succeed Mr. Tompkins as president, was announced. Mr. Finney retains the presidency of AMP Recording Studios, a subsidiary company, according to Waddell Catchings, chairman of the AMP board.

Encouraging Talent

"More than ten years ago," Mr. Tompkins said, upon taking his new post, "I tried to interest leading broadcasters in a plan for acquiring musical rights, and when I was offered a chance to put my ideas into practice at BMI I simply could not turn it down. The present situation concerning the supply of music for radio is not in the best interests of broadcasters, writers or listeners. With their source of music an ever-narrowing instead of expanding circle of composers, broadcasters have given too many performances of too few compositions and have not encouraged creative talent. Through BMI the industry can now offer these artists a chance to use radio to obtain public acceptance of their works, and can make that offer on terms profitable to these composers."

Stressing that BMI is not being launched as an "anti-ASCAP" movement and that any attempt to "put ASCAP out of business" would be as ridiculous as it would be difficult, Mr. Tompkins stated that BMI, by securing for the industry an independent supply of music, would inevitably lessen, as the catalog is increased and expanded, radio's dependence on any single source of supply. "However," he continued, "the constructive function of BMI lies in uncovering and developing fresh sources of music which will continue to supply broadcasters, irrespective of whether or not a new contract with ASCAP is entered into at the end of the year."

In addition to the development of new music, BMI will draw on the wide field of classical and standard works, many of which have been needlessly neglected, he said, adding that it is possible to secure music from both individuals and groups of composers and authors both in this country and abroad that has not been exploited by any other copyright groups. At the other end, BMI will not restrict the use of its music to broadcasters only, but will also make it available to the manufacturers of transcriptions and phonograph records, to motion picture producers and any other users of music. But radio will naturally be foremost in BMI thought, he said, and its personnel will maintain the closest contact with the program executives of its subscriber stations in order to insure its catalog being shaped to meet their needs.

Strictly Merit

BMI will not, Mr. Tompkins said, maintain a regular stable of writers as some music publishing companies do, but it will encourage the creation of the music it wants by compensating composers and writers on a basis of merit rather than of seniority and by insuring them of widespread performance of their numbers. Disputing the frequently made claim that radio's repetition of popular music has ruined the interest in and the sale of these tunes, he expressed his belief that reasonable repetition is the most potent means of making a new tune popular, for unless the public hears a number often enough to get to know and like it, what incentive would there be to go out and buy it, either as sheet-music or on a record?

He urged the industry not to expect any miracles from BMI, but rather to look for gradual growth in both size and effectiveness. But "its success is assured already," he declared, "as the only thing that could possibly cause BMI to fail would be a lack of cooperation from the broadcasting industry, and that cooperation has already been pledged and given."

Finney's Career

An accountant and financial man with extensive training in engineering as well, Mr. Finney, the new AMP president, is a University of Pennsylvania graduate with a varied background that includes ten years with Worthington Pump & Machinery Corp. as executive vice-president and six years as secretary-treasurer of Mack Trucks Inc. More recently he has been president of American Cities Power & Light Corp. and vice-president of Blue Ridge Corp., companies controlled by the Harrison Williams interests which are also large stockholders in the North American Co., utilities holding company which founded AMP.

No other changes in personnel are contemplated, Finney said, with immediate plans concentrated on strengthening the company's procedure and operations. James Ducas has been appointed publicity director in addition to his previous duties as director of continuity and program production. Ben Selvin, program director for Muzak and Associated Recorded Program Service, continues in that capacity but will devote a part of his time to working closely with subscribing stations to help them promote the commercial use of their recorded libraries. E. R. Voigt continues in charge of the music and copyright division of AMP.

Takes Over AMP Helm

CLINTON M. FINNEY

Clicquot Disc Plans

CLICQUOT CLUB Co., Millis, Mass., has started its summer campaign for Pale Dry Ginger Ale, Golden Ginger Ale and Sparkling Water with one-minute announcements daily on KFI, Los Angeles, with the original transcribed Clicquot "whistle, whip-snag and jingle-bell" sound effects as musical background. According to N. W. Ayer & Son, New York, the agency in charge, about eight or 10 stations will be added in April, with the announcements also offered to Clicquot Club bottlers for local use.

WALGREEN EXTENDS TO MIDWEST CITIES

WALGREEN DRUG Co., Chicago, has expanded its advertising campaign to include nine stations in the Midwest, using a variety of programs and announcements. In addition to spot announcements on WGN and WBBM, Chicago, 100-word messages will be tied-in with the daily sports program on WISN, Milwaukee, on a 52-week basis, starting with the baseball season.

WJJD has been signed as the outlet for all home games of the Chicago Cubs and White Sox for the 1940 season. WIND, Gary, will be used to broadcast two horse races daily during the turf season.

Cleveland stations WGAR, WHK and WTAM will release a varying schedule of 15-minute programs and spot announcements during the spring and summer. WENR, Chicago, was signed for musical programs daily 10-11 p.m. and Sundays 12 to 1 p.m. Schwimmer & Scott, Chicago, is agency.

Moon Rose Soap Series

COOTER BROKERAGE Co., Chicago (Moon Rose soap), has started a test spot announcement campaign on six stations for its Moon Rose Complexion combination consisting of soap and Cannon wash cloths. Stations being used are WGN, Chicago; WIS, Columbia, S. C.; WEOA, Evansville, Ind.; WBOW, Terre Haute, Ind.; WBT, Charlotte, N. C.; WDZ, Tuscola, Ill. C. L. Miller Co., Chicago, is agency.

Pepsi-Cola Spots

PEPSI-COLA Co., Long Island City, New York, which is promoting its soft drink with programs and spot announcements on stations in different sections of the country, on March 11 started *Ed East Jingles*, a five-minute program presented Monday through Saturday on WEAF and WJZ, New York. Newell-Emmett Co., New York, is agency.

Studebaker Disc Series Placed on 93 Stations

STUDEBAKER SALES Corp. of America, South Bend, Ind. (motor cars), on March 3 started a thrice-weekly 15-minute series on 93 stations throughout the country for 13 weeks. Programs, all to be heard on Class A time, feature *Richard Himber and the Studebaker Champions*, the *Rhythmic 16* and *Verilye Mills*, harpist. Roche, Williams & Cunnyngham, Chicago, is agency. Stations selected are:

WAPI KFI KPO KOA WRC WJSV WSB WMAQ WIRE WSBT WHO WHAS WWL WFBR WNAC WJR WCCO KMBC KMOX WOW WBEN WJZ WLW WTAM WKY KGW KYW WCAE WJAR WMC WFAA KPRC WOAI KSL KOMO KHQ WTMJ KOY KTUC KARK KMJ KFBK KFSD KQW WTIC WBRY WDEL WQAM WFLA WMBD WOC KSCJ KFH KWKH WMAS WTAG WABY WHAM WSYR WIBX WBT WBNS WSPD WKBN KVOO WLEU WBRE WSM KVI WCHS WWVA WICC WGBF WOWO WBOW WOOD KYSM KGHL KGIR KRBM KPFA WBIG WPTF WADC WHIO WSAN WGBI WNOX KGNC KTSM WTAR WMBG WDBJ.

Coast Utilities Promoting Spring Appliance Sales

ELECTRICAL Appliance Society of Northern California, San Francisco, on April 8 will launch a three-week radio campaign for electric refrigerators on about 14 Northern California stations. Gas Appliance Society of California, San Francisco, also early in March conducted an intensive 10-day promotion on 18 stations for new model gas ranges. Six-hundred spot announcements were used in addition to 60 five-minute spots in participating and home economics programs on some of the stations. Both accounts are handled by Jean Scott Frickelton Agency, San Francisco.

Electrical Development League of Southern California, Los Angeles (appliances), in a spring campaign which started March 4 is using an average of three transcribed one minute announcements weekly on 11 Los Angeles area stations, KFI KECA KNX KGFJ KFAC KFVD KRKD KFWB KHJ KMTR KMPC. Agency is Dan B. Miner Co., Los Angeles.

Iron Fireman's Plans

IRON FIREMAN MFG. Co., Cleveland and Portland, Ore., has increased its advertising budget in all media for 1940-41, with spot radio included on a 50-50 dealer cooperative basis. Spot announcements are to be used as designated by dealers in various cities and towns. Previously the firm has used little radio, concentrating upon trade, home-building and power publications and daily newspapers. Joseph R. Gerber Adv. Co., Portland, is providing copy and market data for individual dealers throughout the country.

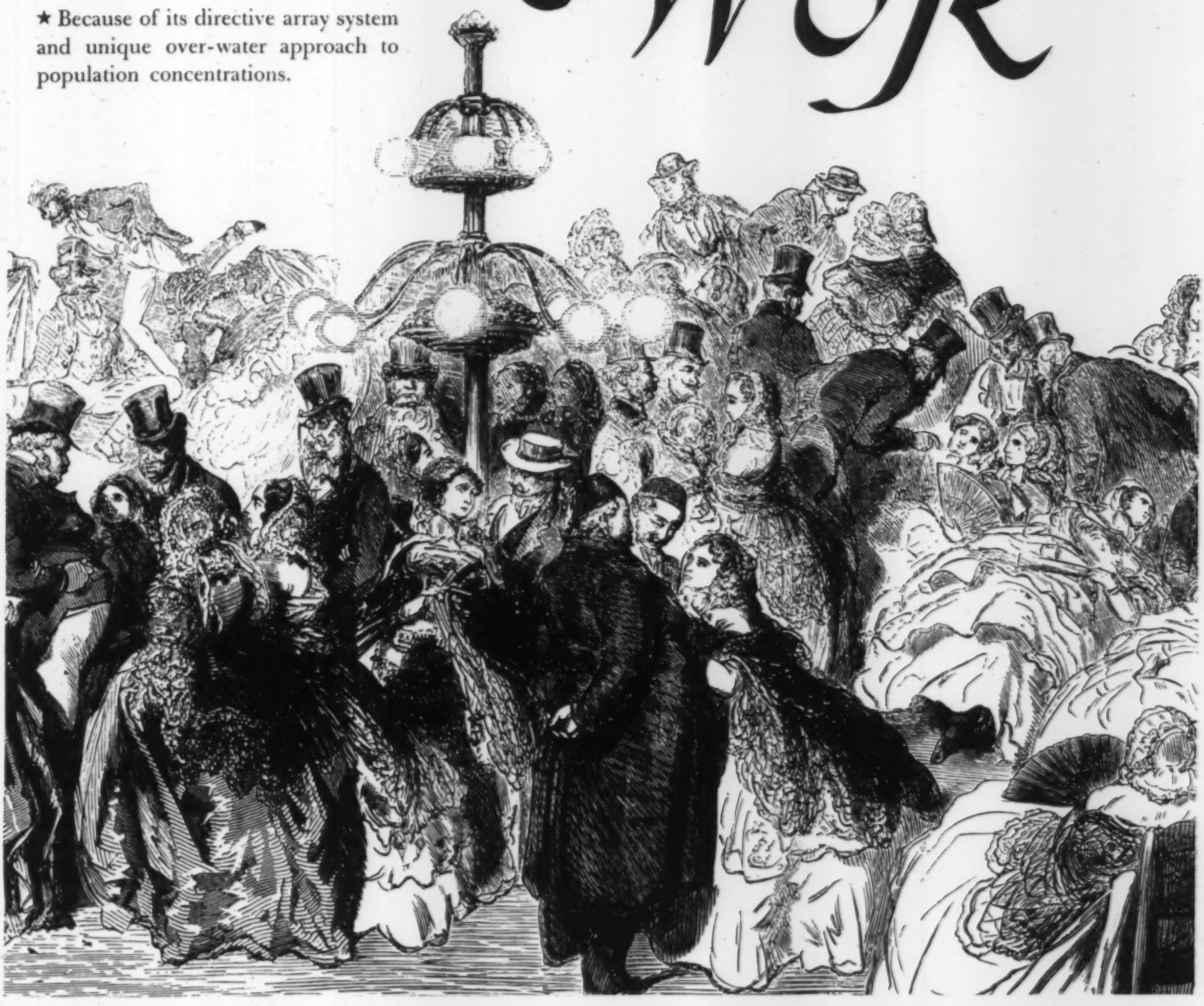
Ruud Dealer Discs

RUUD MFG. Co., Pittsburgh, is distributing a series of 39 one-minute transcriptions, featuring Ed East as "The Hot Water Salesman", to local distributors and dealers of Ruud and Monel automatic gas water heaters free of charge for local sponsorship. Transcribed by WBS, the announcements are also available as phonograph records for use in sales meetings. Marschalk & Pratt, New York, is agency.

Given a sufficiently attractive program, WOR offers advertisers the greatest opportunity to attract a maximum audience. Why? Because WOR delivers a signal three times stronger than that of any station anywhere.★ This signal is concentrated and directed on an area containing more people with radios who listen more often and buy more of what they are told to buy than any people with radios anywhere.

WOR

★ Because of its directive array system and unique over-water approach to population concentrations.



13 Consecutive Years Without a Change

Cities Service Builds Up a Market By Merchandising Good Music

By ELLIOTT McELDOWNEY
Advertising Director, Cities Service Co.

IT MAY SEEM a far cry from petroleum products to music—yet Cities Service successfully merchandises them both. And by merchandising good music consistently for 13 consecutive years, Cities Service has built up a tremendous market for its petroleum products.

Mr. McEldowney

The *Cities Service Concert*, broadcast every Friday evening at 8 o'clock over NBC-Red Network, is the oldest continuous network program on the air without interruption each week since Feb. 18, 1927. Even then radio was no novelty for Cities Service, whose first network program, broadcast on Dec. 29, 1925, had been heard by listeners of WEAF, New York, WEEI, Boston, WEAR, Cleveland, and KSD, St. Louis.

But just what is the tie-up between merchandising music and merchandising petroleum products, and what is being done to increase sale of the latter through our radio hour? For practically an eighth of a century the Cities Service radio program has adhered to the formula adopted when it first went on the air. The emphasis always has been on *good* semi-classical music, sometimes leaning toward the heavier type, with an enticing sprinkling of the lighter, melodic popular tunes.

Getting Listeners

Because of this very consistency, the Cities Service program has succeeded in holding a far-flung audience of those who appreciate the best in music. And at the same time, by deftly mixing in other ingredients during its hour on the air, the program also has reached out to hundreds of thousands of other listeners. Let's see just how it has been managed.

With a quality concert—the main object of which is to merchandise quality products—the program itself necessarily has to be merchandised in a dignified manner. The selling messages are brief, couched in interesting phraseology and presented in a conversational tone. Rarely do they exceed a minute-and-a-quarter in length. Trick or startling announcements have been avoided, for since the commercials are the most important part of the program from a merchandising angle, they must reflect in tone and presentation the keynote of fine quality.

To hurdle the barrier that might confine the program to the same group of listeners year after year has required some expert sales jockeying. Contests were ruled out as undignified, as likewise were premium offers. What next to music would attract the widest audience? The answer was sports. So it was decided to have the program at certain seasons of the year also become a mecca for sports lovers.

During the fall, the sport fans of the nation receive expert football information from Grantland Rice, who has been featured on the Cities Service program weekly ever since 1933. This type of sports commentator in no way offends the sensibilities of the serious-minded music-lover; nor is he considered an intrusion, for he is on the air for but six or seven minutes of the 60.

An exceedingly popular tie-up between Mr. Rice's talk and his sports audience is Grantland Rice's "Cities Service Football Guide". It is now in its seventh year and has proved a real sales and goodwill builder. It is offered over the air each fall to those who drive into a Cities Service dealer's station and ask for it. The dealers, in this way, are introduced to thousands of potentially new customers each year. And they, in turn, have only to introduce these prospects to their products to clinch sales.

In the same way, "Spring Sports Guides" have been distributed to the public containing baseball schedules, fishing information. etc. These two give-aways have been found most effective as a sales wedge. Baseball and football fans represent a good cross-section of the gas-consuming public and make a most desirable addition to the audience attracted by the lure of music. Last year, nearly a million copies of the football guides were distributed.

Budgets Popular

Another give-away which attracted a loyal audience was the offer made for several years during January and February of the "Cities Service Budget Book" and later of the "Cities Service Spending Guide".

Both were suspended this year, but the demand has been so tremendous that the "Budget Book" will be published again in 1941, when distribution is expected to run to nearly a million copies. This offer, coming at the beginning of the year and stressing a book which enables members of a household to budget their expenses, again reaches a good cross-section of the motoring public.

Then, too, mention is made on the program of the Cities Service Touring Bureau, which dispenses touring information and maps out automobile tours. Several million Cities Service Road Maps are given to motorists every year. They have proved exceedingly popular.

All these offers are used to direct listeners as much as possible to the 16,000 dealer service stations located in 39 States. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they drive into a service station without at the same time buying gas or some other product.

At the service stations, these inducement offers likewise are featured, making a tie-up with the radio program at the point of sale. This is done quite frequently by means of two-sheet posters supplied to dealers. If an offer is being made currently over the air, the dealers display posters about the offer. Similarly, listeners over the air are advised that if, for instance, they desire to use the facilities of the Cities Service Touring Bureau, they should drive into one of the Cities Service stations where they will find a card to mail for the desired information.

The Dealer Angle

Another reason for maintaining the same concert music radio formula is the fact that sales of gasoline and motor oil operators of fleets of trucks and to other commercial users is an important part of Cities Service's sales. Naturally the officials of such companies are more likely to be older people who prefer the type of music presented than the swing or jazz type.

Then, too, the music is not so serious that it does not also attract younger people, many of whom, of course, are motorists and gasoline users.

Another angle of merchandising peculiar to oil marketing is the need of increasing the number of exclusive dealers. The radio program of Cities Service also is merchandised with this goal in mind. A typical example of this is advertising currently running in trade papers entitled "Star Salesmen of 16,000 Cities Service Dealers". This advertisement points out to prospective dealers the powerful sales force the radio program can be for them if they handle Cities Service products. Thus the dual object of the merchandising efforts of Cities Service is to reflect the quality of its products in the program and through it bring customers into the dealers' stations through the use of dignified, high type inducements.

OLDEST of the old-timers as radio programs go is the "Cities Service Concert" series on NBC-Red. Consistent in audience as well as program format, this leading dispenser of petroleum products holds its huge audience year after year. What's more, it continually goes after other listeners by means of sports tie-ups, which are lively enough to attract sports lovers without annoying those interested only in the tuneful melodies. Key to Cities Service success is its well-rounded merchandising campaign, with a dignified motif predominating. Similarly dignified are the sales messages during the concert program. Though presented in conversational manner, they carry out the theme.

Gross Time Sales by Major Networks Continue Upward With 18.8% Increase

COMBINED gross time sales of the major networks, during February totaled $7,800,360, a gain of 18.8% over the combined billings for February 1939, which amounted to $6,566,842. A portion of this increase, which in percentage was double the 9.2% gain of January over Jan. 1939, was due to the extra day in February, but the figure nevertheless represents appreciably more advertising on the networks than in the same month last year. Cumulative total billings for the year to date are $16,112,286, up 18.6% over the $13,589,877 reported for the first two months of 1939.

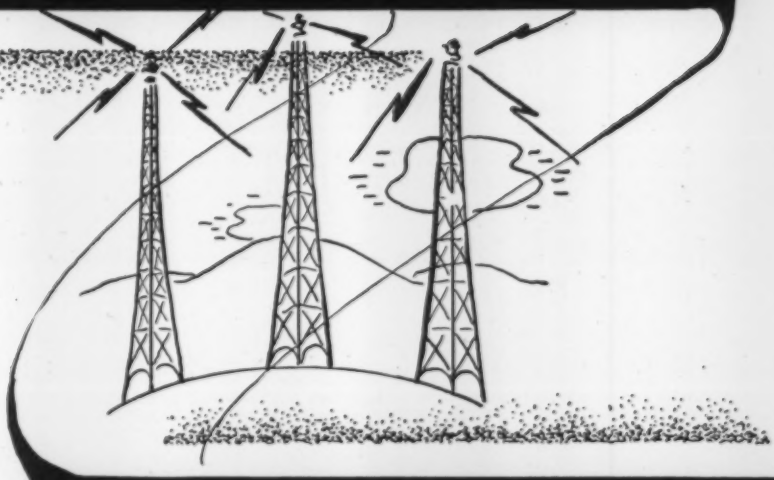
CBS, first in billing and in percentage increase over last year in both January and February, shows a two-month total of $6,919,616 for 1940, a 32.7% gain over the 1939 figure of $5,215,599. Mutual for the two-month period had gross billings of $655,378 this year, up 10.8% in comparison to 1939, when the January-February total was $591,683.

Combined Red and Blue February billings give a total of $4,132,084 for NBC for the month, 10.2% over the NBC total of $3,748,695 for Feb. 1939. For the two months, cumulative Red billings were $6,723,376, up 8.7% from the $6,186,419 of 1939; Blue billings were $1,813,916, up 13.6% from the $1,596,176 of 1939; NBC total gross time sales were $8,537,292, up 9.7% from the $7,782,595 of 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
NBC-Blue			
Jan.	908,815	10.5	822,739
Feb.	905,101	17.0	773,437
CBS			
Jan.	3,588,989	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605

5000 WATTS.*



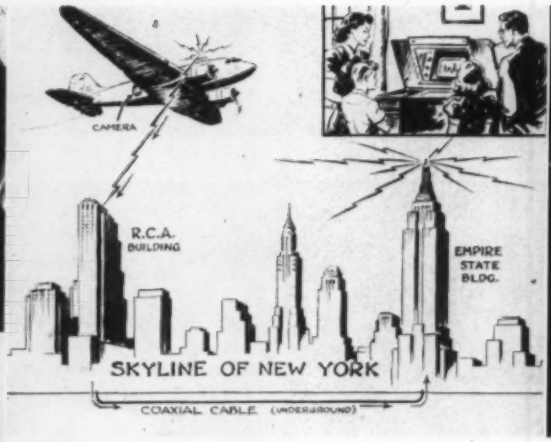
WTAG

- The central New England market — with sole primary coverage by WTAG — now listens to its favorite, number one radio station, 5000 watts strong (night 1000).
- WORCESTER MARKET AREA IS IMPORTANT. It includes southern counties of New Hampshire, northeastern Connecticut, central Massachusetts, and the top of Rhode Island — an area twice as large as Rhode Island in square miles and populated by three quarters of a million industrial and agricultural people.
- TEST IT! A trial WTAG campaign will reach, among others, employees of one thousand different industries, whose present payroll compares dollar for dollar with 1928, and whose per capita food expenditures, for instance, exceed the U. S. average by 64%.
- ONE ENTRANCE ONLY. The Worcester Market Area is solidly walled by station coverage and preference. WTAG is the only entrance.

* 1000 WATTS AT NIGHT

EDWARD PETRY & CO. INC. NATIONAL REPRESENTATIVE

NBC BASIC RED AND YANKEE NETWORKS



NEW YORK from the air was televised for the first time March 6 by NBC, which sent a batch of its video experts aloft in a United Airlines plane with about 700 pounds of RCA's new "vestpocket" television pickup apparatus. Above at left, installed at their stations in the plane, are (front to back) Allen Walsh (with mike), Wilbur Resides, Robert Clark, NBC engineers, and Thomas Stangbye, of United Airlines. Poking the camera through an open port on the plane (left below), NBC picked up the images and relayed them to the viewing public via W2XBS. Among the sights was this view of another United transport (top right) flying over the Queensborough Bridge, re-photographed from a Radio City receiver screen. The schematic drawing (top center) shows the whole process. Ultra-short waves carried the electrified pictures from the plane to a receiving point on the RCA Bldg. roof, where they were relayed via coaxial cable to W2XBS, NBC's visual broadcast transmitter, in the Empire State Bldg. for transmission to home receiving sets.

First Telecast From Plane Successful As RCA Demonstrates New Equipment

By BRUCE ROBERTSON

A NEW milestone of radio progress was passed March 6 when the New York television audience witnessed a moving aerial view of the metropolis in the first public demonstration of telecasting from an airplane.

The experiment was presented cooperatively by RCA, developer of the new lightweight electronic cameras and field video transmitter which made the stunt possible, NBC, which relayed the 45-minute program over its regular transmitter, W2XBS, and United Air Lines, which contributed its flying laboratory, a Boeing 247-D transport plane, as carrier of the equipment.

It was a dramatic illustration of the rapid strides television has made. Last summer an out-of-studio television pickup required an array of equipment so bulky and heavy that two 10-ton trucks were needed to transport it. The airplane telecast was made with ten small units, whose total weight was only about 700 pounds.

Deemed a Success

The audience, estimated at 10,000, watched the relief map of Manhattan flow beneath the cameras as the plane passed over the skyscrapers of the city, followed the course of the island's bordering Hudson and East rivers, and flew out over the harbor, with the Statue of Liberty below.

Quality and clarity of the pictured scenes was fine at times, with every detail of the streets and buildings clearly defined; but for the most part the shifting mist below the plane and the streaks of static from the electrical apparatus on the ship combined to dim and distort the images. As an experiment, however, and especially as an experiment with apparatus designed for use on the ground, the venture was a great success.

While the majority of the press witnessed the demonstration on receivers in an NBC studio, a party of aviation editors accompanied the broadcasting plane in a companion ship and had the unique thrill of watching their own carrier on the screen of a receiver set up in the plane when the cameras of the other ship were focussed on theirs. Their reactions to what they saw, as well as the opinions of other watchers in the studio and at a television receiving post in the Helderbergs, 12 miles from Schenectady, were broadcast to the radio audience in a quarter-hour sound program on the Red network, during the first part of the experiment.

Transmission equipment, dubbed "vestpocket" by RCA engineers, consisted of a two-camera television chain with a lightweight relay transmitter, operating on a wavelength of 104 centimeters, shortest wave yet employed in a practical television test. The new Iconoscopes used in the cameras are considerably more sensitive than standard pick-up tubes, it was explained, and their smaller size has enabled engineers to build lighter and more flexible cameras. The entire unit will be put to immediate use by NBC's television crew for televising both outside and studio events.

New Type Generator

Control equipment was strapped to felt-covered benches in the airliner, while cameras were mounted near ports in the fuselage, the transmission apparatus being stowed in the fore part of the ship, directly behind the pilots' compartment. Power was supplied by a gasoline driven generator, recently developed by D. W. Onan & Sons, Minneapolis, which represents the last word in lightweight equipment, it was stated, but since the motor was not built for television work there were slight variations in voltage which caused distortions in the images.

A non-directional antenna array, fixed to the top of the fuselage, relayed the signal from the plane to a receiving point on the roof of the RCA Building, whence it was sent by coaxial cable to the main transmitter on the Empire State Bldg. for general broadcast.

Experiment was a sequel to the one conducted last October by the same trio, RCA, NBC and United Air Lines, when observers in a plane flying more than four miles above Washington, D. C., watched on a set in the plane a program transmitted from New York [BROADCASTING, Nov. 1].

Two Programs Extended After Success on WSM

TWO new commercial programs of WSM, Nashville, have been expanded to a regional hookup in their first month on the air. Sponsored by Gardner-Waring Co., manufacturers of Gene Autry sweatshirts, *Oklahoma Pete & His Ranch Riders*, which started March 2 on WSM, is now heard also on WSGN, Birmingham, Ala.; WDOD, Chattanooga, and WAGA, Atlanta. The other production, *Calling Hollywood*, sponsored by Ragland-Potter Co., Nashville wholesale grocery firm, for Fireside Coffee, is now heard Fridays on WSM, WTJS, Jackson, and WAPO, Chattanooga.

Ford Rush and the Golden West Cowboys are featured on the *Oklahoma Pete* series. J. T. Flagg, president of Gardner-Waring, holds exclusive rights for a Gene Autry club and is pushing the club feature on the show, each youngster buying a sweatshirt getting a membership and badge. Distribution is largely through J. C. Penny Stores. *Calling Hollywood* features a small orchestra combination, Fred Waller, singer, and Linda Lane, Hollywood columnist. The program pushes an essay contest on "Why I Like Fireside Coffee", with four Zenith radios as prizes. Both campaigns are placed direct.

Ford Summer Plans

FORD MOTOR Co., Detroit, is completing plans for the summer program to replace the *Ford Sunday Evening Hour* on May 19. Full details are not settled, although Leith Stevens' orchestra has been signed with Jessica Dragonette as featured singer. N. W. Ayer & Son, Philadelphia, handles the account.

Texaco in Texas

TEXAS Co., New York (Texaco gasoline), is planning quarter-hour news periods six times weekly on the Texas State Network to start within the next three weeks. Further details have not been settled by Buchanan & Co., agency.

Fair for NAB

WHEN the NAB convention meets in San Francisco Aug. 4-7, the Golden Gate International Exposition's 1940 version will be in full swing. Better than ever, fair officials say in describing the affair, which officially starts May 25 on Treasure Island in San Francisco Bay. The lighting system alone is said to have required over a million dollars.

New Morrell Series

JOHN MORRELL Co., Ottumwa, Ia., (E-Z Cut Ham) has replaced its *Charles W. Hamp* program with 12 five-minute news periods weekly by Knox Manning on KNX, Los Angeles. Additional promotion for the product includes participation announcements on KSTP, St. Paul, and KMBC, Kansas City; thrice-weekly quarter-hour musical programs on WDAF, Kansas City, and KMOX, St. Louis; five quarter-hours weekly on WCAU, Philadelphia; daily five-minute programs on WCCO, Minneapolis; announcements on stations to be selected in Baltimore and Washington. Firm on March 7 also renewed for 26 weeks its twice-weekly five-minute participations in *Norma Young's Happy Homes* on KHJ, Los Angeles, according to the station. Henri, Hurst & McDonald, Chicago, handles the account.

In New York
CHECK
WEAF & WJZ
NEW YORK
50,000 WATTS • 660 KC.—50,000 WATTS • 760 KC.
FIRST
for choice time availabilities
The only MAJOR NETWORK KEY STATIONS
in New York City offering GUARANTEED TIME

Recording Appeal Refused by FCC

Use of 'Record' Is Required; Change in Transcriptions

DESPITE reconsideration by the FCC of rules regarding identification of recordings in station announcements, a phonograph record must be announced as a "record" and not as a "recording" or "recorded music", according to action of the FCC March 9.

At the request of both the NAB and National Independent Broadcasters Inc., the FCC March 4 announced amendment of its rules relating to musical reproductions by relaxing the requirement respecting transcriptions. But it did not change the specifications on any variation in language identifying phonograph records. Transcriptions may be announced in four ways which accurately describe the mechanical records used.

Appeal Is Refused

Following the ruling announced March 4, the Commission said it expected all station licensees to comply strictly with the requirements. Andrew W. Bennett, counsel for NIB, however, advised the FCC that its failure to afford relief on the matter pertaining to records will impose hardship upon a great number of stations in small communities where necessity forces use of records other than transcriptions. Such stations still are subjected to the monotonous repetition of the word "record" and the detrimental affect upon good programming which monotonous repetition produces. He said he could not believe this was intended by the Commission but only that it is the "unintentional result of an effort to shorten the wording of the rule."

FCC Secretary T. J. Slowie on March 9 notified Mr. Bennett, however, that inasmuch as the matters raised were fully considered by the Commission in adopting the amended rule, the request for reconsideration is denied.

"You are informed," the Commission said, "that the rule as amended is to be interpreted as requiring that a phonograph record be announced as a 'record' and the use of the words 'recording' or 'recorded' in this connection is not permitted."

The Commission announcement of March 4 respecting the amended rule, liberalizing transcription announcements but retaining the restriction on phonograph records follows:

The Commission on Feb. 29, 1940, amended Section 3.93(e) of the Standard Broadcast Rules, effective immediately, to read as follows:

"(e) The identifying announcement shall accurately describe the type of mechanical record used, i. e., where an electrical transcription is used it shall be announced as a 'transcription' or an 'electrical transcription', or as 'transcribed' or 'electrically transcribed', and where a phonograph record is used it shall be announced as a 'record'."

It will be noted that this amendment modifies the amendment to this rule adopted Jan. 4, 1940, so as to permit the use of the word "transcribed" or "electrically transcribed" in announcing the use of electrical transcriptions. However, no change has been made in the provision with respect to the announcement of phonograph records.

It is expected that all broadcast station licensees will comply strictly with the requirements set forth above.

IN THE FLOODED region near Pescadero, Cal., is News Editor Al Hunter (standing in rear), of KFRC, San Francisco, and Special Events Announcer Mel Venter (crouched), of that station, getting first hand information from one of the refugees. Pescadero, a coastal town, was completely isolated for two days by flood waters and KFRC sent Hunter and Venter in a Don Lee mobile unit to record a quarter-hour interview.

RADIO AIDS A STRICKEN AREA

Northern California Stations Devote Facilities To the Relief of Flood Victims

By DAVID GLICKMAN

IN THE CRITICAL hours of Northern California's severe rain storm and flood disaster as the Ides of March approached, radio again met its public service test. When waterways, turned into torrents by cloudbursts and melting snow, engulfed cities and hamlets, isolating and cutting them off from all other means of communication, radio proved its value to humanity in distress.

Stations in and near the flooded areas and all through Northern California, disregarding expense, joined with countless amateurs, police and State agency shortwave services to advise of danger, guide and direct rescue work and inform the public of what was occurring.

Day and Night

So thorough was the response of radio that many lives and millions of dollars in property were saved. Many stations gave 24-hour service, going the limit to provide flood warnings, as well as supplying anxious listeners with information from inundated areas and acting as relay service for the various relief agencies. Federal, State and local authorities are warm in their praises for the service rendered. They declare that without radio's aid, the loss of life would have been greater and the task of rescue immeasurably more difficult.

Faced with power failures, highway and bridge washouts, and many other obstacles, stations kept their crews on the job day and night during the crisis, giving utmost cooperation to the American Red Cross, American Legion, Salvation Army and various State and local relief agencies. Types of special service for those in distress were established by some stations, while others set up missing persons bureaus.

The steady downpour started Feb. 23, and by the evening of Feb. 27, when Government observers predicted that flood stages along the Sacramento River would reach an all-time high at Redding within 24 hours, KVCV mobilized its entire staff, and broadcast warnings throughout the night.

The following morning the Sacramento River moved down on Redding, destroying bridges and inundating the adjoining communities, completely cutting off communication and carrying away many small homes. Frank Coffin, manager of KVCV, marooned across the river from Redding, directed operations by telephone, using the only available line.

He put the station facilities at the disposal of flood relief agencies and covered the flood activities, remoting them from a nearby cafe. Boy Scouts, American Legionnaires, police, deputies and volunteer workers were drafted into service by radio bulletins. With each news broadcast, additional forces were called into action. School children, unable to cross the river, were brought to central points to register, their names being broadcast to anxious parents and relatives.

Although within a period of 24 hours all communication with the outside world had been cut off, completely isolating Redding, KVCV was kept in operation, broadcasting bulletins, directing rescuers and giving messages of relief.

Chico Relief Work

KHSL, Chico, located in the midst of the flood, directed relief operations when reports of the impending disaster began to pour in from the Redding region, warnings were broadcast to the areas likely to be flooded. When the flood level was reached at Red Bluff, 50 miles north, every available member of the staff went to points of vantage, so the situation could be covered adequately, according to Ross Howard Snyder, production director. Bob Sundby, announcer, who was in Orland to handle a sports broadcast, was recalled barely in time to reach the station before a vital bridge was washed out. He re-

(*Continued on page 56*)

TWO FILMS SLATED FOR RADIO BOOSTS

PARAMOUNT Pictures Corp., New York, has completed arrangements with Ruthrauff & Ryan, that city, for the CBS *Vox Pop* program, sponsored by Penn Tobacco Co. (Kentucky Club tobacco), to originate from Albany, Ga., April 11 as added exploitation for the film "The Biscuit Eater," making its world premiere in that city. Wally Butterworth and Parks Johnson, conductors of the program, will go to Albany April 5 to complete preparations.

The program is to originate from Radium Springs Georgia Casino Thursday, 7:30-8 p. m. (EST), with Paramount film stars and other celebrities participating. Success of the Feb. 15 *Vox Pop* broadcast which originated from Hollywood and exploited the Paramount film "Seventeen", prompted the tie-up.

World premiere of the Warner Bros. film, "Virginia City," on March 16 will be broadcast over 40 Mutual-Don Lee stations in the western States, originating from KOH, Reno. The film will be premiered in that city as well as Virginia City, Nev. on the same night. Warner Bros. has been sponsoring a series of three special half-hour broadcasts *The Virginia Cavalcade*, on the 8 California Radio System stations, originating them from KOH.

As added exploitation, immediately following the regular Saturday Metropolitan Opera broadcast on March 16, control of the NBC-Blue network was to switch to the old Piper's Opera House in Virginia City for a unique auction sale. Old handbills announcing the Virginia City appearance of Patti, Sembrich, De Riszke and other operatic luminaries, will be placed on the block, with Errol Flynn, male star of the film, acting as auctioneer. All proceeds will be presented to the Metropolitan Opera fund.

General Cigar Spots

GENERAL CIGAR Co., New York, on March 13 began sponsorship of Al Mitchell as *The Answer Man* for 52 weeks on nine western and mid-western MBS stations, Wednesdays and Sundays, 11-11:15 p. m. The program, in the interests of Van Dyck cigars, is heard on WGN, KFEL, KHJ, KFRC, KGB, KDB, KALE, KMO and KOL. Federal Adv. Agency, New York, is agency.

Hat Campaign in West

GEORGE S. BAILEY HAT Co., Los Angeles, through Lee Ringer Adv., that city, will use radio for the first time in a fall campaign, utilizing 21 or more West Coast stations and is preparing a sports program featuring Mike Frankovitch, commentator. Besides Don Lee and Arizona network stations, list will include KFBK, Sacramento and KMJ, Fresno, both in California.

'Look' Buying News

LOOK MAGAZINE, New York, on March 12 started sponsorship of the 11 p.m. Transradio news period with Arthur Hale, Tuesdays, Thursdays and Saturdays on WOR, Newark. Further news periods on other stations may be added this spring, according to Austin & Spector Co., New York, the agency in charge.

"IN THE GROOVE" ARE NBC CUSTOM-BUILT RECORDED PROGRAMS...

Low Prices you'll like!
High Quality you'll appreciate!

NBC offers a complete service available in whole or in part including writing, talent, direction ... recording, processing, manufacturing and distribution of duplicate pressings!

Programs—*good* programs—is our job! We've been building them for a good many years—for *more* years than anyone else. And because we've been at it so long, because we've discovered *what* appeals to audiences, because we're chock-full of good, stimulating program ideas—and because we have a wealth of splendid radio talent at our disposal, we've become the program pace-setters of the industry!

Yes—and because of all this we can give you high quality you'll appreciate in a custom-built show. And at low prices that offer you far and away the very most for your money!

We're bubbling over with eagerness to do a real program job for you! Our experienced writers, actors and producers are yours! We offer you the finest studio and technical facilities in the world, bar none! And recordings are made by the sensational new Orthacoustic method—which gives your program an unmistakable surge of life ... makes it sound like a live studio show!

You can have as much or as little of our complete custom-built program service as you want. Next time you have a recording job be sure to get a quotation from NBC. Take a few seconds and give us a ring. You'll find the time well spent.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood

NO FUSES

NO "TIME OUT" FOR REPLACEMENT IN THE NEW WESTINGHOUSE 50 KW TRANSMITTER!

Added to its greater over-all efficiency the new Westinghouse Type HG 50 kw transmitter sets a new standard for simplicity in circuit protection.

All circuits are fuseless. Each low-voltage circuit is fed through a De-ion circuit breaker which provides inverse time overload protection. Each of these circuit breakers has a toggle switch control located on the front panel. When the circuit opens the switch drops to an "off" position giving instant, reliable, positive indication of the circuit in which the overload has occurred. Breakers may be reclosed manually but cannot be held closed if the overload condition persists.

All circuits in the equipment are fully protected by air and oil type electrically operated circuit breakers.

Control circuits provide full protection for both equipment and operator. Either automatic or manual starting may be used. Outages due to power surges or undervoltage conditions are reduced to minimum duration by automatic reclosing of all control and power circuits. Complete a-c and d-c protection is included and compartment doors are provided with interlocks for added safety.

For complete details of the distinctly new operating advantages provided by this new transmitter, get in touch with your nearest Westinghouse office.

• • •

Tune in Thursday nights to "Musical Americana," with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir . . . N.B.C. Blue Network . . . 8 P.M., E.S.T.

A Complete Line of Westinghouse Radio Transmitting Tubes

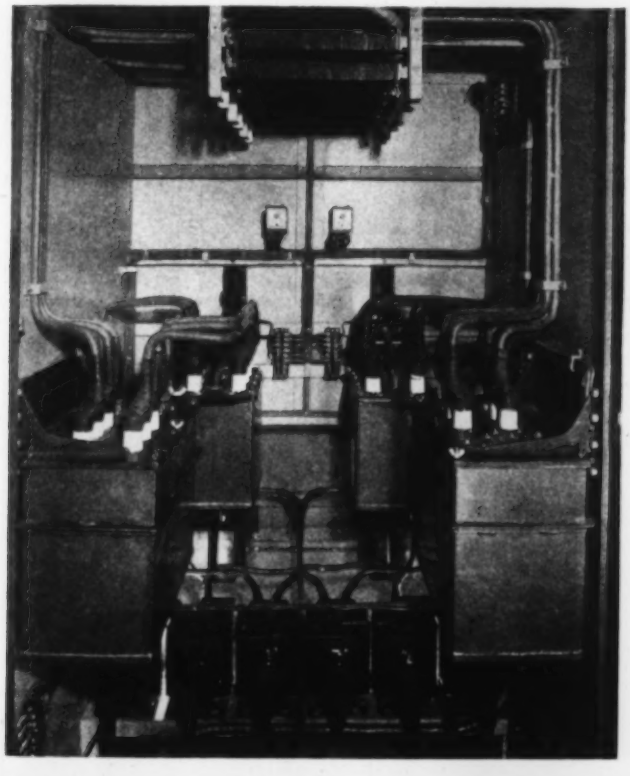
This new bulletin contains descriptions and price lists covering the complete line of Westinghouse transmitting tubes for broadcast and other uses. Your copy is ready now—write for Bulletin TD-92, Westinghouse Special Products Division, Bloomfield, N. J.

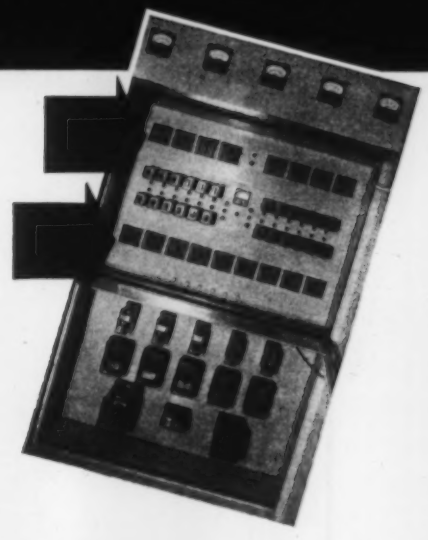
Westinghouse

in any Circuit

Below—Rear view of main power input cubicle showing stop-start "De-ion" circuit breakers for rectifier in foreground and main circuit breakers in background.

At right—a front view of the transmitter control cubicle with door open, showing control switches, relays, and pilot indicator lights.





OPERATING ADVANTAGES

1. Air-cooled tubes in all stages.
2. Extremely low operating costs.
3. Metal plate rectifiers throughout except main high voltage rectifier.
4. Inductive neutralization of the power amplifier.
5. Equalized feedback.
6. Compressed gas condensers.
7. Complete elimination of fuses.
8. Spare rectifier tube at operating temperature.
9. Ease of adjustment.
10. Unit construction throughout.
11. Full automatic control.
12. Relatively low plate voltages.
13. Conservative operation of all tubes.

I-08017

Broadcast Equipment

XUM

Dole Radio Drive Proves a Success

Sponsor Says First Program Exceeded Expectations

HAWAIIAN PINEAPPLE Co., San Francisco (Dole), largest unit in the pineapple industry and 1939 radio neophyte, discovered that its first use of the air medium more than fulfilled all expectations. Having achieved the goal set early in 1939, the Dole company will conclude its current CBS Al Pearce program on April 3.

In explaining its success with radio, placed through N. W. Ayer & Son, the sponsor announced:

"A little more than a year ago we established certain new objectives for this company. Because of the nature of those objectives, it was decided to employ radio — a medium which had not been included in our advertising activities prior to that time. After some experimenting we selected the Al Pearce show to carry our advertising.

Surpassed Goal

"The show has been successful beyond our expectations and the objectives which were set up more than a year ago have been reached in less time than we originally expected would be required. We are very well pleased with the results.

"The ratings Al Pearce has enjoyed in the reports of the Cooperative Analysis of Broadcasting have been very satisfactory. In addition, a substantial volume of corollary research carried out in our behalf by the agency, N. W. Ayer & Sons, has deomntsrated to our satisfaction the excellent balance of the various elements in the show.

"In view of our complete satisfaction with the radio effort, we expect to be asked why we are discontinuing this program.

"As we have stated before, we bought radio originally to accomplish certain specific objectives. These objectives have been reached. A change in the nature of our advertising objectives makes radio inappropriate for the immediate future."

New KYUM Joins NBC

KYUM, Yuma, Ariz., which went on the air in early March as a new station replacing the deleted KUMA [BROADCASTING, Feb. 1], on March 15 joins NBC as a bonus station when used in conjunction with KTAR, Phoenix, which is available on either Red or Blue Pacific. Also a bonus station in this sector is KVOA, Tucson. All three stations are corporately affiliated. The new KYUM, 100 watts night and 250 day on 1210 kc., is 45% owned by the KTAR Broadcasting Co., Phoenix, the remainder of the stock being locally owned. KTAR and KVOA are controlled by the interests publishing the *Arizona Republic* and *Gazette*.

Nebraska Esso Spots

STANDARD OIL Co. of Nebraska has selected three stations in its home State for a 13-week one-minute transcribed spot campaign effective March 18. Six-weekly announcements will be heard on WOW, Omaha; KGNF, North Platte; KMMJ, Grand Island. McCann-Erickson, Chicago, is agency.

WINTER vacationing in Hawaii, C. W. Myers, president of KOIN-KALE, Portland, Ore., is shown here with his wife enjoying an afternoon pineapple juice pickup on the terrace of the Royal Hawaiian Hotel in Honolulu.

FM Mousetrap

FM Broadcasters Inc. has issued a promotion booklet, "Broadcasting's Better Mousetrap", an informal, non-technical explanation of what frequency modulation is and how it works and what it does for the listener. Dick Dorrance, in charge of publicity for the FM group, has covered the subject in an easy, readable style. Book is being ordered in large quantities by FM stations for distribution to set owners and prospects in their communities.

FM Goes to Hearing

(*Continued from page 19*)

by those who are inclined to look askance upon what they describe as opening the floodgates for new stations.

Among the issues set out by the FCC for the hearings are whether FM can render an acceptable regular service as distinguished from experimental operation; the relative merits of FM as against the conventional amplitude modulation in the ultra-highs; the relative merits of wide-band versus narrow-band FM; whether it is possible to accommodate FM to provide a satisfactory national service when the requirements of services such as television, Government aviation, police etc. are considered; whether both AM and FM can be accommodated; the effects of ultra-high frequency broadcasting on standard broadcasting service; whether existing allocations above 25,000 kc. should be modified to accommodate aural broadcasting. There will also be an inquiry into the patent situation.

* * *

Press Demonstration

Demonstrating the frequency modulation method of broadcasting to the New York press, FM Broadcasters Inc. on Feb. 29 put on a two-hour program at the Ritz Towers, where a group of more than 100 heard musical selections and sound effects broadcast from W2XAG, Yonkers, and W2XMN, Alphine, N. J. via the Armstrong FM system and also listened to a CBS program as broadcast by the regular method of amplitude modulation from WABC, New York, and as rebroadcast via FM from W2XMN.

First part of the demonstration was a repetition of the Jan. 4 FM relay broadcast [BROADCASTING, Jan. 15], in which a program originating at W2XAG was picked up and rebroadcast by W2XMN, with W1XPW, Meriden, Conn., again passing it along to W1XOJ, Paxton, Mass., whose retransmission of the FM signals was received by WEAN, Providence, WAAB, Boston, and W1XER, Mt. Washington, N. H., all of which again rebroadcast the program on their AM transmitters for the benefit of listeners with standard but not FM receivers. WICC, Bridgeport, also picked up and rebroadcast the program from W2XMN. While listeners in New York heard only the first step in the relay, from W2XMN, reports from Providence and Boston indicated "satisfactory reception," Boston adding that the "frequency range appeared considerably wider than usual wire lines."

Genuine Sounds

Following the relay broadcast, which consisted of piano, violin and steel guitar music and phonograph records, the Yonkers station broadcast sounds of striking a match, pouring water, pounding nails, sawing wood, etc., to demonstrate the unusually faithful transmission and reproduction of such sounds afforded by FM.

This program, like the one for the relay, originated in the Yonkers living room of Carmen R. Runyon Jr., who has cooperated with Maj. Armstrong, the inventor of FM, in the development of this type of broadcasting. After a brief explanation of FM by Maj. Armstrong, the group listened to a CBS broadcast from WABC, New York, and then from W2XMN. The latter system's freedom from interference was clearly shown when an electric shaver was put into operation in the room, causing a complete blocking of the AM reception but having no noticeable effect on the FM.

BRINKLEY'S LIBEL SUIT IS DISMISSED

DR. JOHN R. BRINKLEY'S $100,000 libel suit against Dr. Morris Fishbein, editor of the *Journal of the American Medical Association*, was dismissed March 1 by the U. S. Fifth Circuit Court of Appeals in New Orleans. The court held that an article by Dr. Fishbein, which referred to the former Kansas medico-broadcaster as a "modern medical charlatan", was privileged under the Texas libel laws.

In its opinion, written by Senior Judge Rufus E. Foster, the court cited the medical career of Brinkley, including the revocation of his Kansas license and his former radio station license, and declared that "there is no doubt whatever that the plaintiff by his methods violated accepted standards of medical ethics." The opinion also asserted that "facts are sufficient to support a reasonable and honest opinion that the plaintiff should be considered a charlatan and a quack in the ordinary well-understood meaning of these words."

The court's decision affirmed a judgment of the lower court of the Western Texas District, and Judges Joseph C. Hutcheson, of Texas, and Leon McCord of Alabama concurred. Dr. Brinkley is now operating from XERA, opposite Del Rio, Tex., one of the border stations due to be eliminated or reduced in status under the Havana Treaty.

Farthest West FM

HEAD of the Lakes Broadcasting Co., operating WEBC, Duluth; WMFG, Hibbing, Minn., and WHLB, Virginia, Minn., announced March 15 that its 1,000-watt FM transmitter, W9XYH, located in Superior, Wis., took the air for 17 hours of daily broadcasting. Chief Engineer C. B. Persons rushed construction after building the amplifier for the purchased WE transmission equipment. The new FM station is the farthest west of any FM transmitter in operation at present.

Walter C. Bridges, general manager, announced extensive plans for special features in serious music, public service, news and drama, besides WEBC-NBC programs to be rebroadcast.

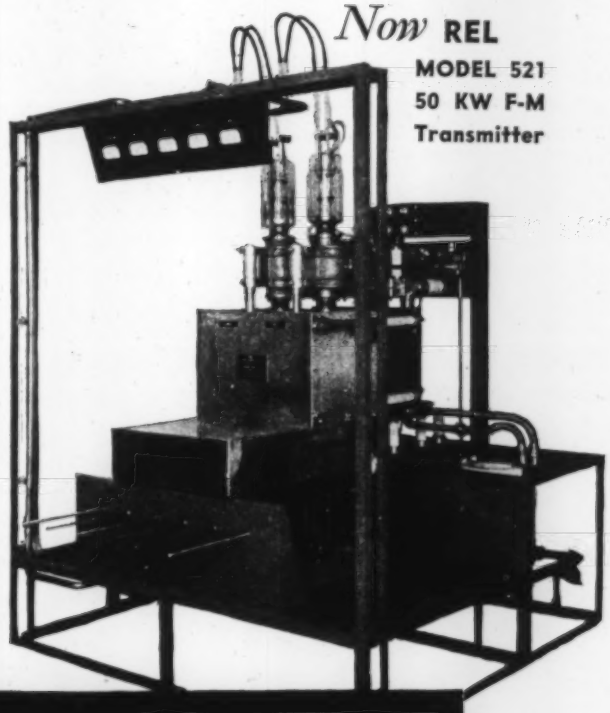
WBS Asks FM Stations

APPLICATIONS for new frequency modulation stations in New York, Chicago and Los Angeles, where it maintains recording studios, were filed with the FCC March 5 by World Broadcasting System. The pioneer transcription company, headed by Percy L. Deutsch, seeks 1,000-watt outlets in the ultra-high frequency range. Associated with Electrical Research Products Inc., and utilizing Western Electric equipment, it is presumed WBS would specialize in experimental development of transmitting equipment as well as with high-fidelity reproduction of its wide-range transcriptions.

FACILITIES of WBHP, Huntsville, Ala., 100 watts on 1200 kc., are sought for a new station there for which application has been made to the FCC by the *Huntsville Times*, which is owned by the same interests that own the *Birmingham News*, operator of WSGN. Henry P. Johnston, WSGN manager, has been designated president of the applicant corporation.

FREQUENCY MODULATION

(ARMSTRONG SYSTEM)



Now **REL**
MODEL 521
50 KW F-M
Transmitter

First to Develop

Original equipment at W2AG (Yonkers, N. Y.) and at W2XMN (Alpine, N. J.) was developed at REL in collaboration with the inventor, Major E. H. Armstrong.

First to Produce

F-M Equipment for the following:

15 W Portable Mobile Transmitter.	1000 W High Fidelity Broadcast Transmitter.
50 W Portable Broadcast Relay.	2000 W High Fidelity Broadcast Transmitter.
50 W High-Fidelity Studio-Station Relay.	5000 W High Fidelity Broadcast Transmitter.
200 W High-Fidelity Studio-Station Relay.	50000 W High Fidelity Broadcast Transmitter.

Now in Daily Service

REL F-M Transmitters are no longer in the experimental stage, as proved by the following list of stations which are now servicing the public daily:

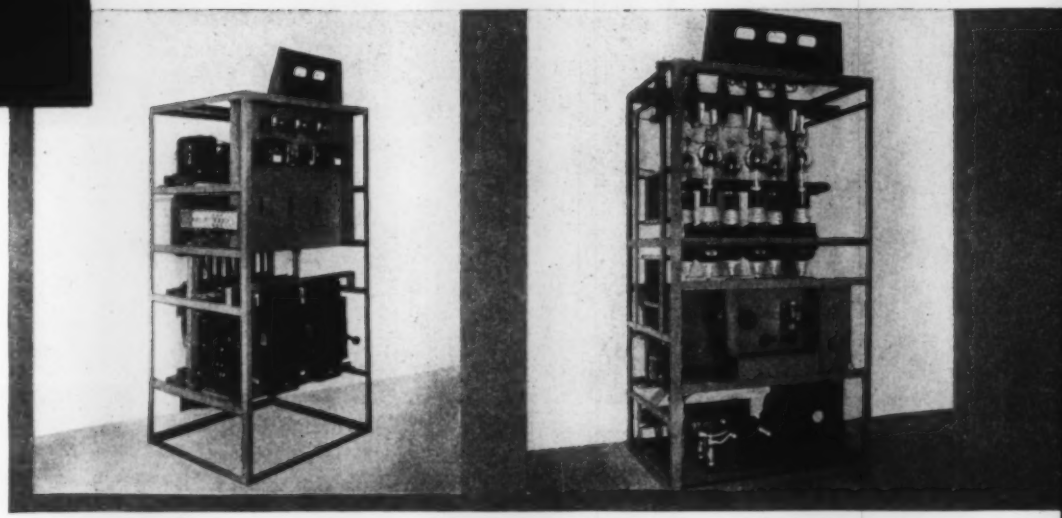
STATION	LOCATION	OWNED BY
W2XMN	Alpine, N. J.	Maj. E. H. Armstrong
W2XAG	Yonkers, N. Y.	C. R. Runyon, Jr.
W1XOJ	Paxton, Mass.	Yankee Network
WEOD	Boston, Mass.	Yankee Network
W3XO	Washington, D. C.	Jansky & Bailey
W8XVB	Rochester, N. Y.	Strombera-Carlson
W2XQR	Long Island City, N. Y.	J. V. C. Hogan
W9XAO	Milwaukee, Wisc.	The Journal Company
W8XAD	Rochester, N. Y.	WHEC, Inc.
W2XOR	Newark, N. J.	Bamberger Broadcast Service

and the following are now being built by REL:

STATION	LOCATION	OWNED BY
WGAN	Portland, Me.	The Portland Broadcast. Sys. Inc.
WWJ	Detroit, Mich.	The Evening News Ass'n.

A large percentage of the construction permits now on file with the FCC calling for F-M equipment specify REL transmitters.

We invite engineers and executives to profit from our experience as the pioneer builders of successful F-M Transmitters.



Various components of the REL 50 KW F-M Transmitter are here illustrated.

Above—top—shows the power amplifier unit before it is mounted in its shielded room. Immediately beneath is the central control desk, which contains all monitoring equipment.

To the right—
1st—Power control.
Next—Rectifier Unit.

These units are only part of the complete station. All units are assembled in a building particularly designed for the purpose.

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

NBC's Revenues Comprise 36.9% Of RCA's Income

Parent Concern's Net Up 9%; NBC Grossed $40,707,032

THAT the NBC networks represented 36.9% of the consolidated gross income of RCA during 1939, a year during which the parent company's gross income increased 10% and its net profit 9%, is disclosed in RCA's twentieth annual report made public March 2. The report shows broadcasting income for the first time, the revenues from the various RCA units having never previously been broken down in annual reports.

Manufacturing (RCA Mfg. Co.) represented $56,065,201 of the gross, or 50.7%; broadcasting (NBC), $40,707,032, or 36.9%; communications (RCA Communications Inc. and Radiomarine Corp. of America), $8,731,502, or 7.9%; all other sources (RCA Institutes, patents, real estate etc.), $4,990,663, or 4.5%. [Note: The 1940 BROADCASTING YEARBOOK shows NBC gross time revenues, before frequency discounts etc., as $45,244,354, as reported direct by NBC at the end of 1939. This figure does not include revenues from NBC owned and managed stations, whereas the final RCA figure represents the actual dollar volume of business done by NBC as a network, station operator, transcription producer etc.]

A Profitable Year

According to the annual report submitted to the RCA board by Gen. James G. Harbord, chairman, and David Sarnoff, president, all operations of RCA companies were on a profitable basis during 1939. Total gross income was $110,491,398, or $10,526,288 more than in 1938. Net profit was $8,082,811, or $670,739 more than in 1938.

In addition to dividends on preferred stock, RCA paid 20 cents per share on common, and $5,992,009 in dividends was paid out. After providing for all dividends and other deductions from the surplus account, the company's total earned surplus at the end of the year amounted to $20,531,335, an increase of $1,469,831 over the surplus at the end of 1938. Bank loans were reduced during 1939 from $8,000,000 to $4,000,000. The number of employes increased 15%.

Cost of 1939 operations was $96,567,423 compared with $86,576,979 in 1938, an increase of $9,990,444, which reflects increased volume of business and includes the cost of goods sold, the cost of operating broadcasting, television and communications service and the cost of research, development, advertising, selling and administration. Taxes paid or accrued for the year aggregated $4,789,249.

Stockholders were advised that "RCA has enlarged the scope and usefulness of all its services to the public and strengthened its position in every field of radio." It is pointed out that this country has more radio sets than all the rest of the world combined. "With some 45,000,000 receivers in American homes and automobiles," a letter to stockholders states, "radio is more than ever an integral part of our national life."

The year 1940 should show increased public interest in broadcasting, the stockholders are told, first, because of the international situation, and secondly, because of the presidential campaign.

Television Service

Pointing out that the outstanding radio development of 1939 was the introduction by RCA of the first public service of television in the United States when the New York World's Fair opened last April 30, the report describes two important new television developments now technically ready. It states:

"One is a system of television radio relays, different from any other system so far devised, which offsets the distance limitations of ultra-short waves. This new RCA system makes possible the establishment of intercity television networks comparable to the wire networks of sound broadcasting. This development makes it feasible to set up a radio relay system for television linking New York City, for example, with Washington, D. C., and with Boston, and other intermediate cities.

"Such a network would bring television programs within reach of approximately 20,000,000 persons, or, roughly, one-sixth of the nation's population. Programs could originate, as well as be received, in any city which is part of the system.

"The new RCA television relay system is a marked advance in the development of radio transmission, because of the success achieved in dealing with the wide frequency channels necessitated by television. It makes use of specially designed automatic relay stations operating on frequencies many times higher than those used by regular television broadcasting stations.

Beam Signals

"Each relay station in the new system contains both receiving and transmitting devices, mounted on a 100-foot steel tower. The system employs highly directional, or beam-like, transmission, and RCA frequency modulation developments. The radiated power required for operation of each station is less than 10 watts. The distance between relay points averages some 30 miles, and each relay station operates automatically and unattended.

"The other new television development is the improved projection of large screen television images, of a size and clarity suitable for theatre presentation. Large screen television will permit the showing of current events and other programs to large audiences. The relay system described above offers a practical means for distributing television programs to theatres, whether in a single locality or in the several cities of a television network."

READY for winter, this quintet from WWJ, Detroit, attended the recent Winter Sports Carnival at Alpena, Mich., originating two special quarter-hour broadcasts. Standing beside the WWJ mobile unit, used in the pickups, are (l to r) Al Parsons and Carl Wesser, engineers; Paul Williams, sports; Jim Eberle, special events; and Ronnie Fisk, engineer.

RANKING OF MEDIA PUTS RADIO THIRD

RADIO'S growing stature as an advertising medium is further illustrated in comparative figures on volume carried during 1939 and preceding years compiled by L. D. H. Weld, director of research, McCann-Erickson Inc., for the March 1 *Printers Ink*. Mr. Weld accepts the BROADCASTING, *1940 Yearbook* estimate of approximately $170,000,000 as the gross volume done by radio last year, and ranks radio third among media.

Newspapers ranked first, with $525,000,000, direct mail second with $300,000,000. After radio came magazines, $150,000,000; outdoor, $50,000,000; business papers, $50,000,000; farm papers, $17,000,000; miscellaneous, $340,000,000. The total for all media is $1,602,000,000, which means that radio now represents better than 10% of the nation's advertising budget.

Taking the five leading media, Mr. Weld shows comparisons for the last 12 years as follows:

ESTIMATED EXPENDITURES IN FIVE MEDIA
1928-1939
(In millions of Dollars)

	Newspapers	*Magazines*	*Radio*	*Outdoor*	*Farm Papers*	*TOTAL**
1928	$760	$215	$20	$85	$35	$1,115
1929	800	240	40	80	35	1,195
1930	700	210	60	65	30	1,065
1931	620	170	80	50	20	940
1932	490	120	80	35	13	740
1933	450	110	65	30	10	665
1934	500	145	90	30	14	780
1935	530	150	105	35	16	835
1936	580	170	120	45	20	935
1937	600	190	145	50	20	1,000
1938	520	145	145	50	17	875
1939	525	150	170	50	17	910

*Totals have been rounded to nearest five million dollars.

FHA and Blue Network Boost Low-Cost Housing In Nationwide Project

NBC-Blue affiliates will cooperate in sponsoring low-cost homes with the Federal Housing Administration and the building industry under a plan designed both to provide station revenue and promote construction of homes costing less than $3,000 and financed at less than $1 a day.

A merchandising scheme developed under direction of Keith Kiggins, Blue network director, provides for sponsorship of model small homes built under FHA specifications as part of the FHA-building industry low-cost home development program. Within a few days after Mr. Kiggins had announced the plan in a letter to Blue stations, eight had announced they were interested.

In each community the FHA cooperates by contacting development builders and bringing them in contact with stations. Under the plan, stations give publicity to the houses they sponsor, though no actual investment is required. Tie-ins with local builders, plumbers and other suppliers, insurance and finance companies offer logical prospects for sale of time.

Under tentative plans, NBC-Blue would stage a program, either sustaining or commercial, dramatizing the small home and perhaps tieing in with national manufacturers during the slack summer months. Among industries listed as prospects are insulation, glass, roofing, heating, floor covering, bathroom fixtures and paint.

The entire scheme is described as a joint endeavor serving a public need and stimulating business in the building trades. FHA has instructed its field representatives to cooperate in setting up station-sponsored home projects. Past radio-sponsored homes are said to have yielded satisfactory results but the model homes generally have been in higher price brackets whereas the present scheme appeals to a mass market.

Marco Amateurs

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (Marco dog food), on March 11 started the one-hour weekly *Old Fashioned Amateur Hour* for 13 weeks on WFIL, Philadelphia. The show, marking the return of the amateur hour cycle to Philadelphia stations, is conducted by Jack Steck. The station plans to move the show after the opening weeks from the 175-seat WFIL studio to the 2,000-seat Town Hall auditorium.

Typical Example of WGY Effectiveness....

22,758 RESPONSES

TO LOCAL D&H COAL PROGRAM

GENERAL ELECTRIC STATION

WGY

SCHENECTADY

50,000 WATTS · 790 KC.

Eleven broadcasts of Hudson Coal Company's Thursday evening half-hour local show over WGY produced these 22,758 replies. First of these programs, placed by the Leighton & Nelson Agency of Schenectady, on December 5, 1939 brought in several thousand responses from 17 States and two Canadian provinces. (We'll be glad to send a city, county and state breakdown upon request.)

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

No "butts" about is America's

Facilities and programs of NBC Red Network make it America's *first* advertising medium! The facts—gathered in the *first* network circulation study ever made which covers *both* halves of the radio audience—prove it!

Tobacco advertisers using the Red have discovered its *extra* audience means extra sales results. Hence, during 1939, they invested 65% more in Red Network time than in 1938.

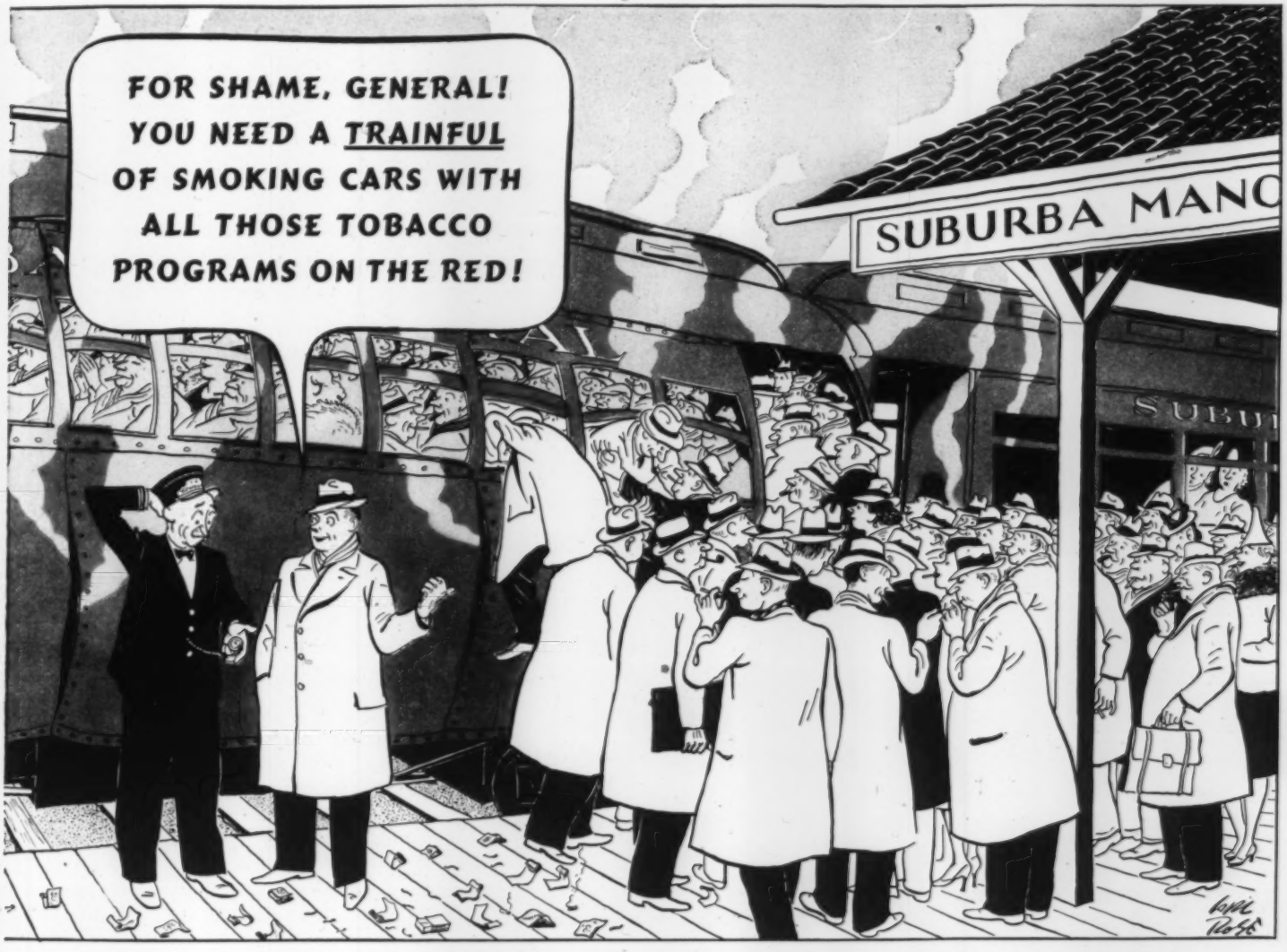
The Red's vast regular listening audience is the most important of several reasons why so many leading advertisers pick this network as their *first* advertising buy. And their confidence in the Red's ability to help sell merchandise is verified by the revelations of the "Other Half" of the national radio audience.

The "Other Half" is the 51% of the nation's radio owners *never previously studied by network fact finders*. To get their opinions—*as well as those of the radio audience usually studied*—investigators virtually fine-combed the country.

Things never known before...

They found that a CAB rating of a program on the Red actually *underestimates*, by a considerable margin, the audience this network reaches. Many other facts also came to light—facts no sales-minded man can disregard. Facts that suggest a more accurate method of determining network circulation and values.

This study provides graphic evidence that



it . . . the *Red* first network buy!

the Red Network's outstanding facilities and programs command attention from the maximum number of radio listeners nationally. That's why, *again last year*, the Red was America's *first* advertising medium in volume . . . 9.9% ahead of 1938.

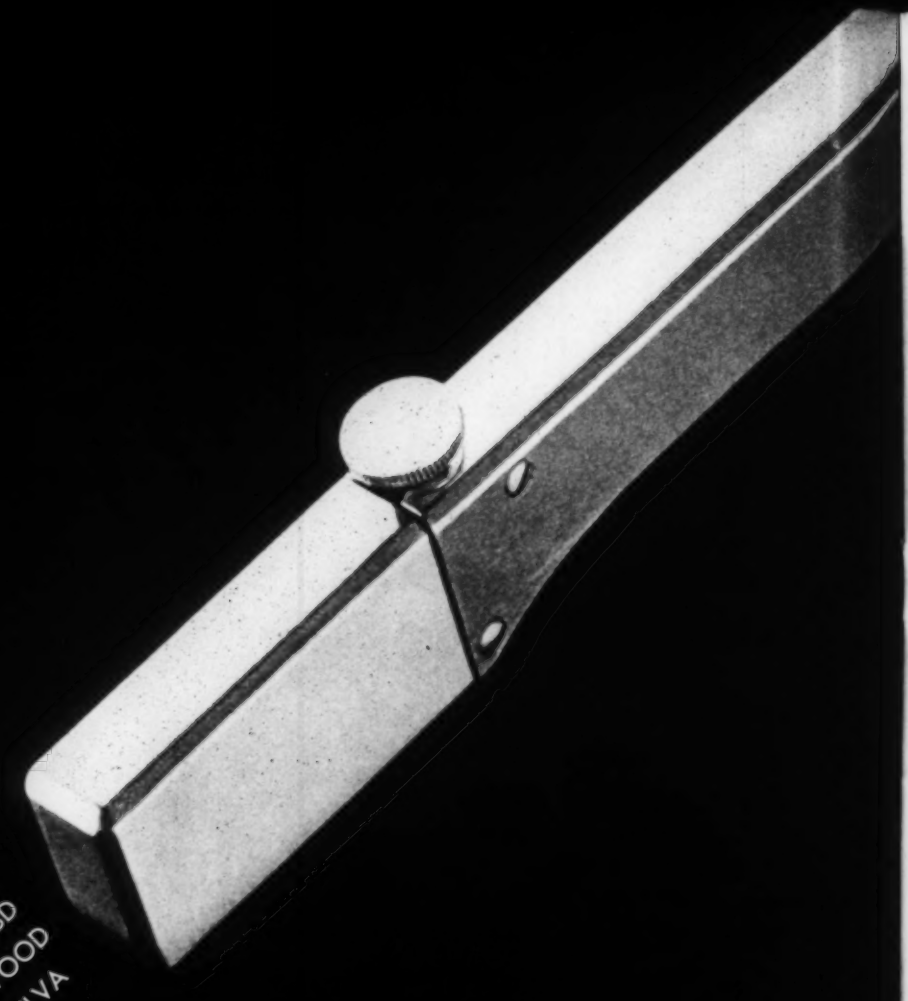
Naturally, you're seeking value when you select an advertising medium. The facts show that the Red Network is one of the most generous values you can buy. Its thorough coverage means dependable results! National Broadcasting Company. A Radio Corporation of America Service.

Smoke gets on the Air . . . Via the Red!

Sunday . . . Chas. Denby and La Fendrich Cigars • Raleigh Cigarettes
Monday . . . Chesterfield Cigarettes • Sensation Cigarettes
Tuesday . . . Chesterfield Cigarettes • Philip Morris Cigarettes
Wednesday . . . Avalon Cigarettes • Chesterfield Cigarettes • Lucky Strike Cigarettes
Thursday . . . Chesterfield Cigarettes **Friday** . . . Chesterfield Cigarettes
Saturday . . . Camel Cigarettes (two programs) • Chesterfield Cigarettes
Prince Albert Smoking Tobacco

NBC Red NETWORK

The network *most* people listen to *most*



KWTO
KFKA
WHAS
WSB
KFJB
WCAU
WLAC
WSM
WOR
WBBM
WHN
WDAF
KSAN
WTAG
KRIC
KWKH
WDRC
KOIN
WJR
CKLW
KMOX
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CBS
WKBN
WCHS
WNAX
WGN
WFBR
WHAM
WDAY
WJRP
WJSV
WGES
WCBD
WGAR
WFIL
WTNJ
WSAV
WJNO
WHBI
Yankee Network
Jansky and Bailey
Armstrong

WQAM
WEEI
WMEX
WICC
WEAN
WGES
WTMJ
WBT
WSMB
KFAB
WCBD
WNAC
WHFC
WJAR
WLNH
KDAL
WHDL
WBAL
KPQ
WIBW
KICA
WHDH
WMBD
WOOD
WLVA
KOIL
WFTL
WCCO
WELL
CKLW
KMPC
WRVA
WESX
KSFD
KPIC
WSAN
WJAX
WEQB
WFBL
KTUL
WDLP
WJBK
Don Lee

Swinging into action in 90 stations

No wonder broadcasters like the 9A Reproducer. It plays *both vertical and lateral recordings* with highest fidelity—can be used with any equipment—priced within reach of all. Ask Graybar for Bulletin T1630—equip your present transcription tables with this pace-setting 2-in-1 pick-up!

Distributed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Ask your engineer about the

Western Electric

9A REPRODUCER

Lengthy Video Announcement Is Required at Station Breaks

New Rules Operative Sept. 1 Meet Some Objection; License Form Is Being Sent to Applicants

"THIS IS a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

This announcement is destined to become more or less commonplace in cities having experimental television stations when rules and regulations governing television adopted by the FCC become fully operative Sept. 1. Under the new rules permitting "limited commercial" operation of stations whereby they can recapture from sponsors actual program costs adopted Feb. 28 [BROADCASTING, March 1], the announcement will be required at each station identification break.

Reaction among the dozen companies most intensely interested in television development since the promulgation of the rules has generally been favorable. The only discordant notes were that in its report accompanying the proposed rules, the Commission may have emphasized too strongly the experimental nature of the service, and that the limited, rather than full-commercial operation proviso, may be a bad precedent.

Allocation Deferred

By adopting in substance the recommendations of its Television Committee [Craven, chairman, Case and Brown], the FCC postponed until some future time the question of allocations of ultra-high frequency channels for visual radio. It stated clearly that this subject would be deferred until after the hearings on frequency modulation broadcasting, scheduled to begin March 18 and likely to last a fortnight. This grows out of conflicting demands of the services for the same facilities at the lower end of the ultra-high band.

Pursuant to the new rules, the FCC is now drafting a supplemental license form, shortly to be dispatched to all television licensees and applicants. This will seek more detailed information upon which modifications of license can be based classifying the stations for Class I or Class II operation. It will also call upon licensees and applicants to supply more detailed financial data along with fuller descriptions of plans for experimentation and program research.

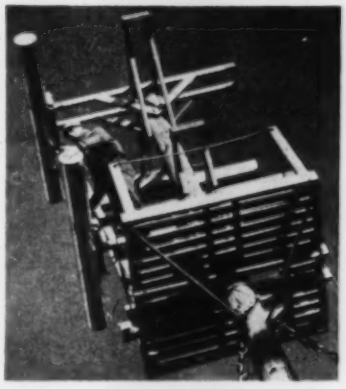
Apropos limited commercial operation, the Commission said that Class II stations effective Sept. 1 may begin such operations under which advertising "will be permitted in connection with programs, the cost of which is borne by sponsors." It pointed out the rules stress that emphasis on the commercial aspects of the operation at the expense of program research is to be avoided..

In this connection, the view was advanced that the Commission may be without authority to actually invoke rules providing for "limited" as against regular commercial operation. Moreover, the fear was expressed that this move might result in an effort toward eventual rate regulation, or at least limitation of station profits, not only in television but in other commercial broadcasting. At the FM hearings, for example, it is expected that broadcasters proposing to enter this field will seek unlimited rather than anything in the nature of limited commercial operation despite the precedent established in the television rules.

The Rate Angle

The rules themselves bring out that no changes, either direct or indirect, shall be made by licensees of television stations for the "production or transmission of either aural or visual programs" except for the provision that Class II licensees "may make charges against program sponsors to cover the cost of programs produced for the respective sponsors; and such sponsored programs including advertising material, may be transmitted as part of the station's experimental program service but without charge for such transmission." The rules further specify that the limited commercialization permitted

(*Continued on page 68*)



GE's Half-Cubic Video Antenna

A SEMICUBICAL or V-shaped television transmitting antenna which promises improved clarity and detail of pictures has been developed by General Electric engineers and installed in the company's new station W2XB, in the Helderberg Mountains, near Albany. The half-cube-shaped equipment somewhat resembles two large V's mounted one above the other, and is made up of four radiating elements each about nine inches in diameter and seven feet long. Constructed of aluminum, the elements taper at the ends pointing to the apex of the V and are mounted atop a 60-foot pole adjacent to the transmitting station. The antenna is nondirectional in effect and has been found in tests to result in a stronger picture signal than was obtained from previous types of antennas.

George Jaspert to WTAG As Manager of Sales

GEORGE H. JASPERT, formerly sales manager of WFIL, Philadelphia, has been appointed commercial manager of WTAG, Worcester. In addition to a long experience in radio sales, Mr. Jaspert has covered other aspects of broadcasting. For several years he was supervisor of programs for Westinghouse E. & M. Co. in its radio operations, and also has been connected with stations in Louisville, Chicago and elsewhere in the Midwest.

Mr. Jaspert

Griswold in East

GRISWOLD MFG. Co., Erie, Pa., on March 7 started a quarter-hour weekly series of song recitals, featuring J. Alden Edkins and Edwin McArthur, on WJZ, New York, and WHAM, Rochester, in the interests of its cooking utensils. Similar series ran last year on WJZ only. Account was placed direct.

Cat Food Test

COAST FISHING Co., Wilmington, Cal., (Puss-In-Boots cat food) is using thrice weekly participation in *Carolyne & Cabot's Corner* on WEEI, Boston, and two per week in *Woman's Corner* on WHEC, Rochester, N. Y. Dan B. Miner Co., Los Angeles, has the account.

Text of New FCC Rules Governing Television . . .

FOLLOWING are Rules and Regulations applicable to Television Broadcast Stations adopted by the FCC Feb. 28. These rules may be added to the text of *Rules & Regulations & Standards* published in brochure form by BROADCASTING last September and which became effective Aug. 1:

Television Broadcast Stations

Sec. 4.71 Defined.

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

(a) There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

Sec. 4.72 Licensing Requirements, Necessary Showing

(a) A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the development of the television art.

2. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

3. That the program of research and experimentation will be conducted by qualified personnel.

4. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

5. That public interest, convenience or necessity will be served through the operation of the proposed station.

(b) A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a definite plan of experimentation in the television broadcast program service which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.

2. That the program of experimentation will be conducted by qualified personnel.

3. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.

*4. That a minimum scheduled program service of ten hours per week will be maintained throughout the license period.

5. That the applicant will install and operate transmitting and studio equipment technically adequate to render a service suitable for reception by the public.

6. That the operation with respect to the suppression of spurious emissions and carrier noise, safety provisions, etc., will be in accordance with good engineering practice.

7. That the applicant's technical facilities will be adequate to serve an area appropriate for the program of experimentation.

8. That a competent engineering study has been made of the nature, extent and effect of interference which may result from the simultaneous operation of the proposed station and other Class II television stations.

9. That the applicant is legally, financially and otherwise qualified to render a satisfactory service to the public.

10. That public interest, convenience or necessity will be served through the operation of the proposed station.

Sec. 4.73 Charges

(a) No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station, except as provided in subsection (b).

(b) Beginning September 1, 1940, Class II television licensees may make charges against program sponsors to cover the cost of programs produced for the respective sponsors; and such sponsored programs, including advertising material, may be transmitted as part of the station's experimental program service but without charge for such transmission.

(c) The limited commercialization permitted under subsection (b) above shall not take precedence over the experimental service, but shall be subordinated to it.

Sec. 4.74 Reports by Class II Stations

Quarterly reports on forms prescribed by the Commission shall be made by Class II television broadcast stations of their charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

(*Continued on page 55*)

* This provision modifies Section 4.4(d) in so far as that Section applies to Class II television broadcast stations.

Merchandising & Promotion

Talking Trade-Mark—Wakened by Rudy—Cowles Belt—For a Week—More Confucius—Briefcase

USE OF AN audible trade-mark, giving voice to the *Reddy Kilowatt* character used by electric utilities in their newspaper advertising and promotion, is proving a unique and practical vehicle for radio promotion by local utility firms, according to Arthur Stringer, of the NAB headquarters staff.

Following up the NAB idea of selling radio to utilities on a basis of plugging radio listening to build electrical load, the robot-voiced *Reddy Kilowatt* kills two birds with one stone in serving as a novel identification for electric utilities in general and in delivering the sales message.

Mr. Stringer has estimated that the *Reddy Kilowatt* character, a copyrighted feature, is being used by companies servicing about half the household meters in the country. Although no exact figures are available, he estimated that about 100 individual electric utility companies in 37 States, Puerto Rico and Hawaii are using radio time, and a growing number of these are using *Reddy Kilowat*.

* * *

Food Exhibits

PROMOTING food products in general, WEEI, Boston, has inaugurated a monthly *Food Fair*, staged in the main studio, with decorations and exhibits designed to interest women's groups in advertised delicacies. In connection with the *Food Fair*, the station has scheduled a special half-hour daily program on which appear entertainers, dieticians and home-making experts. A weekly newspaper, *WEEI Food Fair News*, is supplied listeners, and additional exhibits of sponsors' products are arranged in local stores.

* * *

Fun With Hams

THREE Swift hams are given away daily on the new *Just for Fun* contest just started on KDYL, Salt Lake City, carried by its Radio Playhouse and handled by Emerson Smith and Jake Woolf.

WCCO Presentation

WCCO, Minneapolis, has compiled an 84-page presentation, portraying in layman's language the growth of radio and WCCO, which is being shown before various civic and business organizations in the Twin Cities and Northwest to promote word-of-mouth advertising of the station. The 32-inch-high book, titled *The Story of WCCO*, fits in a stand 8 x 6 x 2 feet. A fluorescent light reflects down on the pages, and the whole presentation fits into three specially designed suitcases for transportation. Each page of copy is faced by a page of blown-up art, and with preamble and elucidations the average showing takes an hour.

* * *

Clocks From Rudy

RADIO editors in the New York metropolitan area on March 7 received via Western Union boys large cream-colored alarm clocks, sent by National Dairy Products Co., through McKee & Albright, to promote the *Rudy Vallee* program starting that evening on NBC-Red. Alarms were set for 9:30, starting time of the program, and bore the inscription "My Time Is Your Time", Vallee's theme song, over a smiling picture of Rudy.

* * *

Spring in Jamestown

IN PREPARATION for spring merchandising of NBC-Blue and local programs, WJTN, Jamestown, N. Y., has made arrangements for an extensive display campaign, including lobby exhibits in the two largest local hotels, tie-in windows with all appliance dealers, and a series of advertisements in Jamestown newspapers.

Success in Tulsa

ENLARGING the publication and issuing two times a month rather than monthly, KVOO, Tulsa, also has revised the policy of *K-VOO-DOO*, station promotion publication, to devote the paper largely to success stories of KVOO commercial programs and spot campaigns. The station also is offering commercial accounts additional publicity, starting early in March, through an arrangement with 72 Oklahoma weeklies to carry a five-inch department including a small photo and rotated mentions of time and dates of commercial shows.

* * *

Prizes to Charity

DEPARTING from the usual procedure of selecting contestants at random for the *Cook Book Quiz*, heard Tuesday mornings over KROW, Oakland, four women of a particular women's club are invited to participate. They are then allowed to pool their money prizes for any charitable purpose they choose. On the first program, March 19, four members of the Eastern Star will compete with the intention of pooling their prizes for a "Seeing-Eye Dog" for some blind person. The program is sponsored by Miller Packing Co.

* * *

The Cowles Belt

UNIQUE and graphic is the combination market data and coverage map prepared for the Cowles stations by The Katz agency. A colored map showing complete coverage of the stations is equipped with four cellophane overlays, one for each of the four stations in the group. Each overlay has boundary lines portraying the coverage of one of the stations. A concealed market data presentation is pulled out by a tab. The map is enclosed in a colored, varnished folder.

* * *

Oliver Prizes

PRIZE contest, open to all farmers, is being conducted on the *Oliver Farm News* broadcasts on WHO, Des Moines, between Feb. 26 and March 16. First prize is an Oliver plowmaster raydex plow, second an Oliver corn planter. Listeners entering the contest obtain an official entry blank from local Oliver dealers, and in a space provided complete in 50 words or less the statement, "The feature of the new Oliver raydex plow I like best is . . ."

* * *

School Contact

MORRIS PLAN BANK of Oakland, Calif., which sponsors *Voices of Yesterday* on KROW, recently presented a complete set of the transcriptions heard on the program to the Berkeley schools. As a part of the KROW merchandising plan, quiz sheets are distributed to pupils in the schools. After listening to each program on Monday nights, the students answer questions pertaining to the program and return them to their teacher for checking.

SEARS, ROEBUCK & Co., Seattle, to start the annual King for a Week sale, on Feb. 26 broadcast its "kick-off" breakfast, sales meeting and coronation of King Oscar I, over 9 Pacific Northwest Mutual-Don Lee stations (KOL KMO WPQ KGY KVOS KXRO KIT KELA KRKO), from the New Washington Hotel, that city.

Broadcast opened with a mock battle as background to "war" comments by Jerry Geehan of KMO, Tacoma, who described the action. Larry Huseby and Dick Ross, announcers of KMO cut in to explain that it was a barrage of Sears values—the revolt of employes while the bosses were away—and that the assistant managers were King for a Week. Assistant Manager O. T. Anderson of the Seattle store was crowned king.

Following musical entertainment by the firm's quartet and orchestra, assistant managers of stores located in other cities were cut in for five minute resumes of sale specials. Unique program was directed by Bill Cloes, display advertising manager of the firm.

* * *

Reaction Getter

CERTIFICATES naming individual civic leaders and educators as members of the station's "listeners' panel" have been distributed among leading local citizens by KGNC, Amarillo, Tex. Sent along with the certificate was a questionnaire pertaining to NBC public service features carried on the station, designed to bring in information on popular reaction to the programs.

* * *

Little Letters

NOVEL treatment in a testimonial letter presentation was instituted by KOMA, Oklahoma City, in its latest promotion piece. Held securely in a special folder bearing a "Confucius Say" sales message are miniature reproductions of actual testimonial letters.

FREE HOT DOGS for 6,622 and more Denver kiddies, along with kites for the boys and Pinocchio statuettes for the girls, were the piece de resistance of the preliminary promotion for the thrice-weekly transcribed *Pinnocchio* series, which started March 4 on KOA, Denver, under sponsorship of the local K & B Packing & Provision Co. The cuties behind this battery of automatic weiner roasters, located in the KOA lobby, put in a busy day March 2 meeting the juvenile clamor for hot dogs. KOA staffmen had a field day coping with demands for Pinocchio Club membership cards and carrying on sidewalk interviews for KOA broadcasts. Announcements of the big Saturday rally were carried on KOA for several days before the event, conducted jointly by the station and Raymond Keane Adv. Agency, Denver, handling the account.

BROCHURES

NBC—Black folder simulating leather briefcase, promoting Alma Kitchell's *Briefcase* program, with extracts from listeners' letters in the "briefcase".

WIBX, Utica, N. Y.—Monthly mimeographed "merchandising and sales helps" booklet, for distribution to clients and handlers of advertised goods.

KTFI, Twin Falls, Idaho — Two-color coverage map brochure.

WSM, Nashville — Brochure presenting coverage data, using BROADCASTING maps, and printed on stiff simulated wood paper.

WCAE, Pittsburgh — Two-color brochure combining a success story with coverage data.

WBIG, Greensboro, N. C.—Printed pictorial cover for weekly program schedules.

CKAC, Montreal—Humorous cartoon booklet depicting CKAC services, facilities and programs.

WEEI, Boston—Eight-page grey booklet, "Measurements From a Back-yard-Stick", measuring the preference of Boston advertisers.

WNAX, Yankton, S. D.—Picture-text-color brochure calling attention to the station's rural audience and programs.

WTMA, Charleston, S. C.—Market data survey, mimeographed in a pin-fastened binder.

Why Sell Part of Your Audience?

WE ARE GLAD so many broadcasting stations are beginning to realize that it does not pay to "Poll Harlem". With about 28,700,000 radio homes in the United States and only approximately 12,500,000 telephone homes, it is obvious that telephone surveys cover only a small part of the listening audience.

That is the chief reason why so many broadcasting stations, advertising agencies and advertisers are calling on Hooper-Holmes to measure audiences.

On one recent Hooper-Holmes study in one market the results gave Edward G. Robinson's "Big Town" a rating of 28.3% in telephone homes and a rating of 34.6% in non-telephone homes. In the same study the "Court of Missing Heirs" had a rating in telephone homes of 6.6% and in non-telephone homes of 17.3%.

Obviously stations and agencies which are trying to sell time as a result of telephone surveys have a much better sales story than they are presenting.

Many sellers and users of time are beginning to realize this situation and every day more of them are asking Hooper-Holmes to make these listening studies for them.

Of course, another important reason for calling on Hooper-Holmes is that we have Branch Offices in 82 cities and therefore, are able to conduct these personal interview studies in almost all important markets.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 41 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Further Intrusion On Clears Feared

FURTHER duplication of stations on the remaining clear channels as an aftermath of the impending reallocation under the Havana Treaty is seriously threatened, James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp., told the Dayton (O.) Advertising Club March 8.

Declaring that because of the Havana Treaty a "strong likelihood exists" that the entire broadcast band will be reallocated, Mr. Shouse said this may mean duplication of remaining clear channels. Such a move, he predicted, would affect every station because it would throw the economics of radio advertising into confusion.

"The whole structure of the American system of broadcasting is dependent upon its continued existence as an advertising medium which can deliver selling impressions at a reasonable cost for the advertisers," he said. "Anything which threatens this part of the structure threatens all of it."

Mr. Shouse pointed to the decrease in the number of clear channel stations since the 1928 reallocation, when 40 exclusive waves for high-power station operation were set aside. Under the Havana Treaty terms the number would be reduced to 25.

The only effort to improve service to rural and small town audiences had been the 500,000-watt operation of WLW, terminated a year ago, he said, deploring the tendency toward lower power, with the present maximum power of 50,000 watts. This, he declared, seemed to date from the adoption by the Senate in 1938 of the so-called Wheeler Resolution, which expressed opposition to power in excess of 50,000 watts.

Razor to Use Radio

AMERICAN Safety Razor Corp., Brooklyn, is planning to use radio as part of its increased advertising campaign for Gem, Ever-Ready and Gem-Electric razors, although no details have been worked out, according to Federal Adv. Agency, New York, the agency.

THE HIGHER BRACKETS may or may not be worrying this CBS group, mulling over income tax blanks during a party the other day launching "WJSV Week" to mark the advent of the CBS Washington station's power boost to 50,000 watts. Standing (l to r) are A. D. (Jess) Willard Jr., WJSV manager; John Heiney, station's promotion manager; Harry C. Butcher, CBS Washington vice-president. Seated (l to r) are Rep. Joe Martin, Republican leader of the House; Ann Gillis, CBS press representative in Washington; Jane Froman, radio and screen star, and Craig Earle, better known as *Prof. Quiz*. The latter two made stage appearances in the capital as part of the "WJSV Week" celebration. Mr. Heiney, incidentally, originated the *Prof. Quiz* program several years ago while radio editor of the *Washington Post* and still draws royalties.

Record Suit Delayed

ANOTHER delay in filing the record in the RCA-Whiteman-WNEW appeal, which sets the new date as April 2, has been agreed to by all parties to permit the printing of enough copies of the record for use in an ultimate appeal to the U. S. Supreme Court, which attorneys believe probable. If such an appeal is made, attorneys believe the Supreme Court will consent to review the case, as it raises questions of intellectual property rights of performers and of recording companies which have never been considered by the U. S. Supreme Court, or, until the present time, by a Federal Circuit Court. If the case progresses normally after the record is filed on April 2, it will probably be heard about the end of May.

Phrase That Stuck

AUTHOR of the phrase "fireside chat" to designate the President's talks from the White House was Harry Butcher, CBS Washington vice-president, who coined it back in 1933 when the first of the chats was being arranged. Since the mikes in the Lincoln Room are located near the fireplace, Mr. Butcher suggested the nomenclature to Steve Early, press-radio secretary, who passed it on to President Roosevelt who seized upon it immediately. The modest Mr. Butcher never let the fact be known until CBS scripters began preparing the WJSV salute program of March 5 on the occasion of its inaugural of 50,000-watt operation. Mr. Butcher in 1933 was manager of the Washington CBS station.

CONGRATULATIONS on a magnificent job are extended by A. D. Willard (center), general manager of WJSV, Washington, to James L. Middlebrooks (left), CBS liaison engineer, and Clyde M. Hunt, WJSV chief engineer. Middlebrooks designed and supervised construction of the new 50,000-watt CBS capital outlet, with its Western Electric transmitter and three 350-foot Blaw-Knox directional towers. The CBS construction engineer told visitors on its "WJSV Week" opening that he regarded it as the "finest radio plant in the world as of this date."

Butler Stores' News

H. H. BUTLER STORES, New York (men's clothing), is conducting its usual seasonal campaign before Easter of five to ten-minute news periods on stations in the eight or nine cities where branch stores are located. The company has also started a weekly *Amateur Hour* program on WKNY, Kingston, as a change from the usual schedule of news periods. Brown & Gravenson, New York, is agency.

CBS at White House Party

CBS is to furnish the entertainment for the annual White House Correspondents Assn. dinner in Washington March 16, which is attended by President Roosevelt and other notables. The network has assigned Dan Seymour, announcer, to act as m.c., the entertainment to include Abbott and Costello, comedians on the *Kate Smith Hour*; Jane Froman, songstress, and other headliners.

WJSV Goes to 50 kw. As Official Washington Joins in Ceremonies

A WEEK of dedication festivities marking the jump of WJSV, Washington, from 10,000 to 50,000 watts was concluded March 7 with an inaugural broadcast and party in which official and social Washington participated.

The transmitter had been operated in the daytime for a week, using the full 50,000 watts, but its debut in regular night operation occurred prior to the dedicatory ceremony when A. D. Willard Jr., manager of WJSV, threw a switch formally putting the $300,000 transmitter plant into service. He presented the switch to District Commissioner Melvin C. Hazen as a symbol of WJSV service to the community.

The inaugural program included a quiz in which *Professor Quiz* asked Harry C. Butcher, CBS Washington vice-president, radio questions about the new plant. Other Columbia talent participated.

Among well-known radio figures at the ceremonies were Comdr. T. A. M. Craven, FCC commissioner; Lieut. E. K. Jett, FCC chief engineer; Thomas J. Slowie, FCC secretary; Neville Miller, NAB president; Eugene Meyer, publisher, *Washington Post*; Frank M. Russell, NBC Washington vice-president; Kenneth Berkeley, WRC-WMAL general manager; Carleton D. Smith, WMAL manager; E. K. Cohan, CBS director of engineering; A. B. Chamberlain, CBS chief engineer; A. Stanley McAllister, CBS superintendent of buildings and construction.

In a CBS salute to WJSV March 5 was read a letter from President Roosevelt to William S. Paley, CBS president, congratulating the network on completion of its powerful Washington outlet, and lauding radio's contribution to a better understanding of public affairs.

Notables Greet WIRE In Dedicating Studios

FEATURING greetings from such notables as President Roosevelt, Vice President Garner, Alf M. Landon, Herbert Hoover, Paul V. McNutt, David Sarnoff, Roy Howard and others, the new $75,000 studios and headquarters of WIRE, Indianapolis, occupying the west wing of the ninth floor of the Hotel Claypool, were to be dedicated March 15. The new setup includes three hotel auditorium studios with a seating capacity of 1,500 for public broadcasts.

Radio notables, including Lenox R. Lohr, Niles Trammell, Sidney Strotz and Fred Weber, were among those invited to the banquet and stag dinner preceding the inaugural ceremonies.

The studio setup represents the last word in modernity, with special emphasis on observation facilities so that unobstructed views are available for the master control room, news teletype room and all studios, Johns-Manville did the acoustics and RCA built the control room which WIRE calls "the most modern in the Midwest today".

WLOF are the call letters assigned by the FCC for the new station recently authorized in Orlando, Fla. [BROADCASTING, March 1].

Youngstown's only full-time station

WFMJ

is pleased to announce its affiliation with the

BLUE NETWORK

of the

NATIONAL BROADCASTING COMPANY

effective

Sunday, March 24

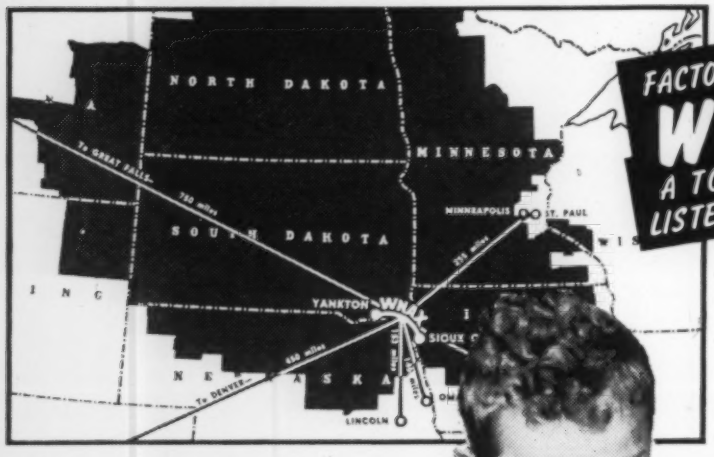
Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising station.

WFMJ

News every hour from the Youngstown Vindicator

HEADLEY-REED COMPANY, National Representatives

New York • Chicago • Detroit • Atlanta



FACTORS THAT MAKE WNAX A TOP-STATION IN LISTENERS PER DOLLAR

A *News Editor* who makes *News!...*

Ray Clark, WNAX News Editor, is the favorite newscaster of 3,837,323—population of the WNAX Primary Area. So much is he a part of life in this great area, he often *makes* news.

In February, conducting the WNAX Finnish Relief Fund—he received from *Nebraska*—for auction—a toy fire engine. Highest bid—$12—came from *North Dakota*. But, Teddy Gantt, 7-year-old infantile paralysis victim in *Iowa*, offered the contents of his bank—$2.53. Clark phoned the highest bidder, explained Teddy's bid. The North Dakotan gave the $12 to the fund, *and* the fire engine to Teddy.

Clark personally presented the fire engine to Teddy in a special broadcast from WNAX's Sioux City Studios—picture above.

Result No. 1—Clark again made news. UP carried the story of Teddy and the fire engine as its outstanding human interest story of the day.

Result No. 2—WNAX again proved that with 5,000 watts that do the work of 50,000, plus smart showmanship, it has the coverage and influence to do a good job for you.

•

A Cowles Station
5,000 Watts L. S.
1,000 Watts Night
CBS

•

Represented by
THE KATZ AGENCY

RADIO STATION **WNAX** 570 ON YOUR DIAL

Studios-WNAX Building, Yankton-Orpheum Building, Sioux City

Standard Program Formula Advised

Walker Says FCC Should Set Proposed Basic Service

ESTABLISHMENT by the FCC of proposed standards of programs which should be met by broadcasters, was urged by Commissioner Paul A. Walker in an address March 1 before the Commonwealth Club of California in San Francisco.

While censorship of programs is prohibited by statute, Commissioner Walker said the Commission nevertheless must see that licenses are granted to applicants who propose a worthwhile program service. "Personally," he declared, "I see no reason why the Commission should not propose standards of programs which it might hope could be met by broadcasters who apply for licenses."

Mr. Walker

Declaring that a station to justify its existence must provide worthwhile service, the Commissioner, who has specialized in telephone matters from the inception of the FCC in 1934, declared that outlets which would violate the law or public interest by "promoting lotteries, fraudulent advertising, or vulgar programs hardly would be expected to be in a favorable position at its showing for license renewal." He cited legal precedent for revocation on such grounds.

Video Progress

The address, broadcast over the California Radio System, was devoted largely to communications though the Commissioner covered broadcasting, television, frequency modulation, facsimile and other non-public utility services. He classified television as "still in the experimental stage" and pointed out that visual radio development in England has been more rapid than in this country.

Declaring that only 2,500 television receiving sets have been purchased by the public in this country, he said that in England five receivers have been sold where one was sold in the United States, "largely because in England television, like broadcasting is Government-owned and operated and the Government defravs all program expense and also because television programs started in England approximately three years earlier than in this country."

Describing FM as today's "most engaging new question in radio communication", Mr. Walker declared the claim that FM programs can be transmitted to remote stations by "direct radio beam rather than by wire path" is significant. Whether this claim is justified, he said, will be revealed during the March 18 hearings on FM before the Commission. The hearings should demonstrate the place of FM in television and facsimile as well as regular broadcasting, he asserted.

In discussing programs, Mr. Walker declared that notwithstanding its inability lawfully to censor programs the Commission is

called upon to consider complaints as to the character of programs. While it occurs only in exceptional cases, complaints may be of such character as apparently to involve public interest and therefore cannot be "ignored". He cited as instances the Charlie McCarthy-Mae West "Adam & Eve" broadcast of two years ago and the Orson Welles Martian invasion.

Public Interest

"These incidents not only illustrate some of the mutual problems confronting the broadcasters and the FCC but illustrate clearly the vital place of the radio in our every-day life," he said. Broadly speaking, it appears that although the FCC does not have the right of censorship, it has an important function to perform in the public interest. Clearly, its duties should be so exercised, within the law, as to encourage and eventually bring about a higher standard of broadcasting and programming, responsive not only to the entertainment, but to the educational, religious and cultural needs of our people and of the nation at large."

Citing the difference between American and foreign broadcasting, Mr. Walker said that whereas private enterprise under license conducts stations in this country, abroad, especially in Europe, the broadcasting is done largely or wholly by the Government. "This accounts, perhaps, for the claim that in England, for instance, programs are more educational and cultural than in America, while in this country they are, admittedly, more entertaining, and, it is said, more popular."

On March 2 Commissioner Walker spoke on communications and their value to the nation and civilization on a half-hour interview with Stuart R. Ward, executive secretary of the Commonwealth Club, carried by KSFO, San Francisco.

NEW STATION OPENS IN PEANUT MARKET

USING spot announcements on neighboring stations WTAR, Norfolk, and WGH, Newport News, as well as billboards and newspaper advertising to introduce itself, the new WLPM, Suffolk, Va., is ready to make its formal debut March 17. The station has just been completed, with Collins equipment throughout, and will operate from the studios in Suffolk's Russell Bldg., and a new modernistic transmitter house on the Richmond highway. It will use 100 watts night and 250 day on 1420 kc.

Fred L. Hart, local druggist and president of the Suffolk Retail Merchants Assn., is general manager of the station. Robert Wasdon, former sales manager of WRAL, is commercial manager. Jack Siegel is chief engineer. Other personnel includes Ray Reeve, sportscaster; Ray Brown, announcer, formerly with WGBR, Goldsboro, N. C.; Preston Pearson, engineer, formerly with WGBR; Margaretta Smith, sales. Two other announcers will be added.

The station will use NBC *Thesaurus* and UP news, and will rebroadcast WLW programs by permission. It is licensed to Suffolk Broadcasting Corp., in which Mr. Hart is one-third stockholder.

SMILES are in order as Joe Pratt (seated), representative of the Atlantic Co., signs a WLPM contract for 52 weeks of nightly sportscasts over that new Suffolk, Va., station. Robert Wasdon (left) WLPM sales manager who handles the account, and Ray Reeve, sportscaster who will conduct the programs, look on. The programs will promote the sale of Atlantic beers.

C & S New York Visit

STANDARD BRANDS, New York, is moving the *Chase & Sanborn Hour*, heard on NBC-Red, Sundays, 8-8:30 p. m., from Hollywood to New York for the broadcasts of March 17, 24 and 31, with the possibility of two additional broadcasts from New York before the program returns to the West Coast. J. Walter Thompson Co., New York, is agency.

Spring Renovation Campaign

GYPSUM LIME & Albastine Canada, Toronto (wall tints, insulating materials), on March 7 started a spring campaign with five-weekly one-minute transcribed announcements on 38 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

Lochman to Broadcast K.C. Baseball on Hookup

THE QUESTION about "What's going to happen to baseball?" in Kansas City found an answer March 8 when Karl Koerper, vice-president of KMBC, announced that services of Walt Lochman, popular KMBC sports commentator, had been sold to Knox Reeves, Minneapolis, for General Mills sponsorship of play-by-play reports of Kansas City Blues games over a hookup of WREN, Lawrence, Kans., and KCKN, Kansas City, Kan. Lochman leaves Kansas City March 18 to cover the Blues camp in Haines City, Fla. During his two-week stay he will make a series of transcriptions for broadcast on KMBC, Kansas City.

Mr. Lochman

Under the arrangement with Knox Reeves, Lochman continues as KMBC staff sportscaster, both for his two daily sports commentaries, and other sports events, and thus will continue to be heard on KMBC through the baseball season. Lochman received honorary mention from *Sporting News* last season for his part in building box office for games in Kansas City. When he started broadcasting in 1935, season ticket sales were less than 100,000. At the end of his fifth season last year, he was given a great part of the credit for building it to more than 300,000.

WJSV
WASHINGTON, D. C.
50,000 WATTS
CBS

Washington's most powerful station is Washington's most popular station.

COLUMBIA'S STATION FOR THE NATION'S CAPITAL

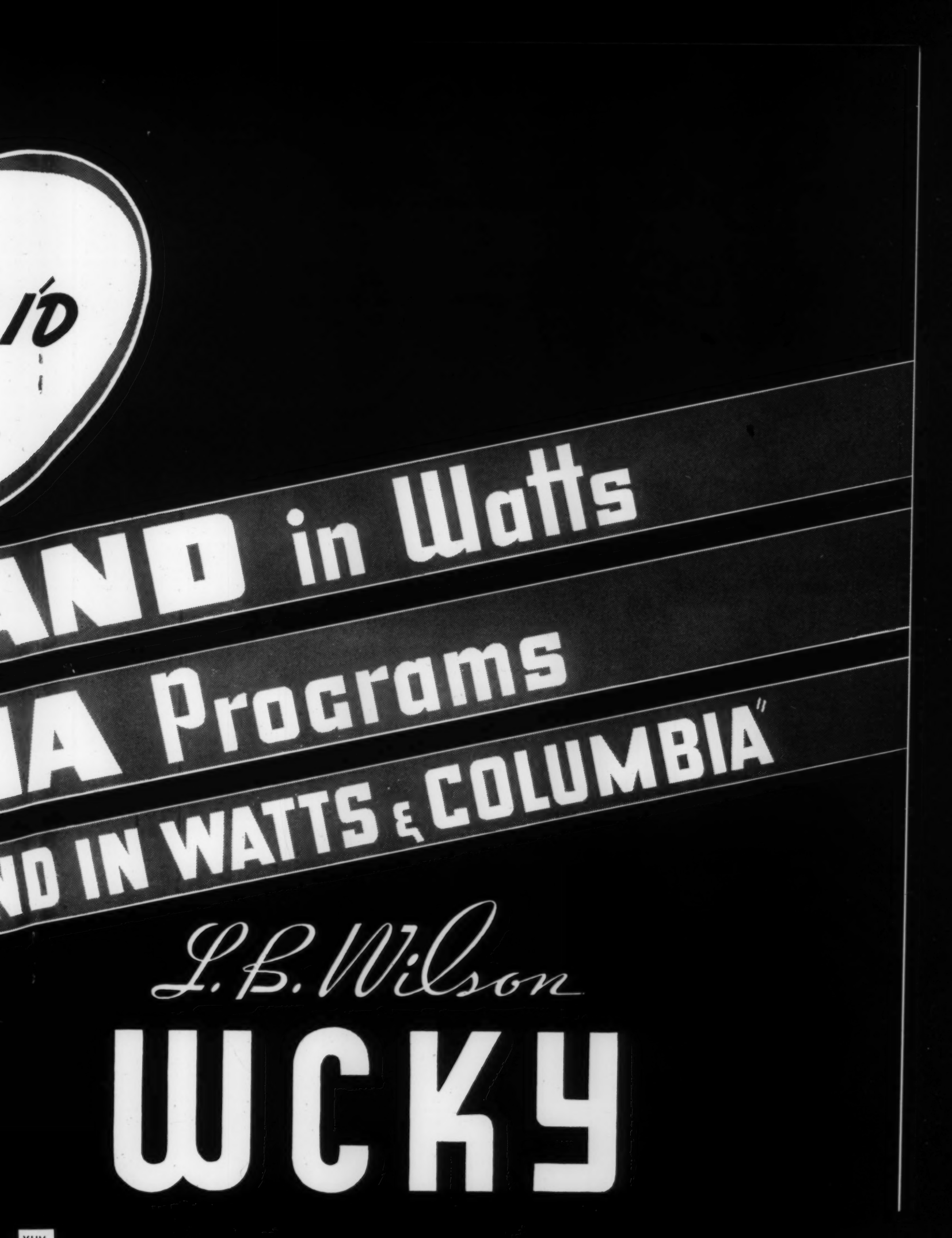
"BEEN THINKING FOR MONTHS WHAT I'D RATHER HAVE THAN...."

FIFTY GRA

WITH

COLUMBIA

"FIVE HUNDRED GRAND


AND in Watts
IA Programs
ND IN WATTS & COLUMBIA"
L. B. Wilson
WCKY

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OUR PLATFORM

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

The Business of Radio

THE MAGNITUDE of radio, now in third place among all media in volume of advertising carried, is strikingly illustrated in the twentieth annual report of RCA recently submitted to its stockholders. The parent company shows for the first time exactly how much of its total business is represented by its wholly-owned NBC networks. NBC operations amounted to $40,707,032 out of RCA's gross 1939 income of $110,494,398, or 36.9%. Though the relative net profit is not shown, it is fair to assume that NBC contributed quite substantially to RCA's 9% increase in net as well as its 10% increase in gross—certainly a healthy showing not only for the parent company but for the broadcasting baby it bore in 1926 with the then avowed intention (by Owen D. Young, at the time chairman of the RCA, itself then merely an infant prodigy of General Electric and Westinghouse) of starting network broadcasting primarily with the object of stimulating set sales and only faintly with the hope that it would eventually pay its own way, much less earn a profit.

Significant in showing the stature of the business of broadcasting also are the comparative figures on media compiled by L. D. H. Weld for *Printers Ink* [See page 32]. Accepting BROADCASTING'S figure of $170,000,000 as the gross 1939 volume of time sales, Mr. Weld shows that radio now ranks third among all media. Only newspapers, of which there are about 2,500 dailies and many more weeklies, and direct mail, whose ramifications are manifold, exceeded radio. Magazines are in fourth place, outdoor in fifth. Radio's volume ran better than 10% of the nation's advertising budget—assuredly a magnificent achievement for an art and a business hardly out of its teens.

The Record Blunder

DESPITE the popular conception that radio literally rolls in wealth, it is an established statistical fact that nearly one-third of the stations lose money. They are what might be described as the ill-fed, ill-clad fringe. They are stations located for the most part in small towns, usually with local low power.

This red-ink contingent is forced to rely largely upon recordings for its programs. Network affiliations are out of question, and in some instances even transcribed libraries are luxuries they cannot afford.

Recently, the FCC modified its rules governing the identification of mechanical recordings. It specified that the words "transcription" and "record" be used without variation. National Independent Broadcasters Inc., in behalf of non-network stations, and the NAB, for the industry as a whole, petitioned the FCC to liberalize its amended rule to permit the use of other descriptive language which would not tend to deceive the public yet would break the monotony of mandatory repetition of same words. The FCC did liberalize the rule on transcriptions, but records must be announced as such.

Therein we believe the FCC has erred. While it is true that transcriptions made exclusively for broadcast purposes are more desirable than records, it is nevertheless also a fact that many non-network stations cannot get along without records. Perhaps such stations cannot justify their existence economically, but the Commission now licenses them almost indiscriminately and thus encourages their existence. Certainly it is not consistent to license new stations and then impose regulatory hardships which hamstring their ability to provide acceptable service.

As the record rule stands, such stations must identify records as "records". They cannot say "recording" or "recorded program". Such monotonous repetition lessens the opportunity of the small station to compete for audience with larger stations audible in its service area. It is difficult to believe that the FCC, whose working majority has been critical of the bigger interests in radio while professing sympathy for the plight of the little fellows, really means to penalize them this way.

WITH the advent of commercial television this fall, the FCC will become a species of radio advertiser, going heavy for station-break spot announcements. The new rules and regulations to govern "limited commercial" operation of visual stations require that at each station-break the announcer must intone: "This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes".

Radio Planks

IN A FEW short months both major political parties hold their national conventions. Aside from selecting their candidates for the Presidency, party platforms also will be drafted—the campaign creeds in which they commit themselves to betterment of the economic, social and political fabric of the nation.

President Roosevelt, as titular head of his party, has said repeatedly radio must be kept "as free as the press". The Republican Program Committee, in the so-called Glenn Frank report, preaches the gospel of minimum Government interference with private enterprise. Both edicts fit radio to the queen's taste.

Without questioning the sincerity of these utterances, it nevertheless is refreshing to note that politicians are beginning to romance radio here and there. To broadcasters the reason is somewhat obvious. The campaign year requires a "good radio" just as the boys hanker for a "good press". They have learned well the lesson that radio is their anchor campaigning medium and that the gentle art of kissing babies has given way to "microphone appeal".

It seems to us the organized parties can do more than give broadcasting lip service in the pre-campaign thrusts. Radio deserves consideration in each party platform. Nothing short of clear-cut platform commitments that radio should be maintained as a free, unfettered service through private initiative is satisfactory to our industry.

Forum Sponsorship

A FEW MONTHS ago there raged in the industry and outside a battle over the industry code provisions which barred the sale of time for discussion of controversial issues, except, in forum discussions. Father Coughlin was the vortex of that oratorical tornado.

Today the issue has almost been forgotten. And to prove that the provision works, an important national account—Squibbs—is about to undertake sponsorship of a new forum over NBC-Blue, featuring outstanding Washington columnists who typify controversy in the extreme.

It has long been apparent that forum discussions using big national names get and hold audience. The sustainers *America's Town Meeting of the Air* and the *American Forum of the Air* have been notable examples. Now the new Squibb program, directed by Theodore Granik, who has conducted the *American Forum* for 11 years over WOR and later MBS, opens a new program vehicle for sponsorship—one we feel is destined to click just as well as a sponsored program as it would sustaining. There isn't any reason why *America's Town Meeting* also should not be sponsored by a firm interested in the institutional approach, as is Squibbs.

Aside from the network presentations, forum type discussions can be adopted for local spontype discussions can be adapted for local sponsorship. There is no valid reason why such programs should be maintained only as sustaining features. Lecturers, debaters, columnists, controversialists are impelled by the profit motive no less than entertainers. So long as they appear on forum presentations, with all shades of opinion represented and voiced, the code authorizes their sponsorship. It should make no difference whether they hire a hall or a mike is hired for them for forum discussions. As long as they can contribute something the public wants, it is good radio.

We Pay Our Respects To —

MERRITT EDWARD TOMPKINS

AS THE newly-appointed general manager of Broadcast Music Inc., Merritt Edward Tompkins, brings to that position as operating head of the broadcasting industry's own music enterprise a wealth of experience in the musical world that has given him an intimate personal knowledge of practically every phase of the production, merchandising and popularization of music.

As a music student he learned the rules of musical composition and rendition. As a church soloist he gained experience in translating the words and notes of the printed page into vocal melodies. His years in the music publishing business, which he entered as an apprentice and left as a top executive, gave him first-hand knowledge of all the countless details of this great industry.

As an advertising agency account executive he created and carried through an extensive campaign for player piano rolls so successfully that the company hired him as assistant sales manager in full charge of this department. As executive secretary of an association of music publishers and, later, as a member of the board of directors of ASCAP, he learned the ins and outs of administering musical copyrights. And as head of a recording and transcription producing organization, he gained not only a practical knowledge of the mechanics of creating, producing and selling transcriptions but also a keen insight into the likes and desires of both broadcaster and listener.

Born March 6, 1887, in a suburb of Waterbury, Conn., where he received his elementary and secondary schooling, Merritt was musically inclined from childhood and when high school days were over, instead of heading for New Haven to acquire the turtle-neck sweater and bull-dog pipe then the mark of every Yale man, he went to New York to study at the Institute of Musical Art, famed predecessor of the present day Juilliard School of Music. Here he studied violin, piano and voice.

After graduation, however, his New England practicality overrode his artistic ambitions and he forsook the concert hall for the business office, signing on as an apprentice with the music publishing house of G. Schirmer Inc. On Sunday mornings, however, young Tompkins could be seen and heard as soloist in one of New York's fashionable churches, thus keeping his voice in trim and at the same time augmenting his weekly earnings. Time passed, and having completed his apprenticeship in the publishing business he sought new fields to conquer. In those pre-war days advertising was the field, or so everyone said, where a clever chap could make a fortune over night, so Tommy, as he was and is generally known by his associates, joined the H. K. McCann Co. which has since become McCann-Erickson.

During his four years in the agency field, Tommy's greatest triumph was in creating and managing a series of "comparative recitals" for the American Piano Co. Audiences flocked to concert halls throughout the land to hear Leopold Godowski and other artists perform and to marvel when, midway through a piano selection, the artist pushed back his bench while the music continued to fill the air, produced by an Ampico roll and the instrument's player machinery. Yes, they marveled and they bought the rolls and the instruments in such numbers that Tompkins soon found himself out of the agency and in the piano business, as assistant sales manager in charge of sales of music rolls and also of the Chickering piano division.

In 1919 he returned to Schirmer as sales manager, becoming successively general manager and vice-president until he left again in 1929 to join the North American Co., which at that time had great expectations of winning the listening public away from commercial broadcasting and turning the radio listeners into subscribers for its advertising-less Wired Radio Service. Tompkins' assignment was to develop for Wired Radio a supply of music that would make it independent of any single source of music (ASCAP). Forming Associated Music Publishers, a group of publishers of standard and classical music, and also securing the rights to a great amount of European music, Tompkins succeeded in achieving the desired result.

Meanwhile, however, the idea of wired service to the public at home had been gradually discarded and AMP, under Tommy's direction, was concentrating on the production and recording of music for Muzak, an offshoot of the wired radio idea which supplies music without announcements or commercials to restaurants and hotels.

Handling the music and recording ends of Muzak might well have been considered a fulltime job, but in 1935 Tommy was struck with a new idea and, collecting a pile of his recordings, he entrained for the NAB convention at Colorado Springs. When he returned to New York, Associated entered the transcription business, offering both a library service to stations and custom-built commercial transcriptions to advertisers. In adding the management of a transcription service to his other duties, Tommy did not neglect his original task of collecting music, and today the Associated pool contains a catalog of more than 600,000 titles.

While at Schirmer's, Tompkins had acted as executive secretary for an organization of publishers of standard and classical music known as the Standard Publishers Assn. When the association disbanded and its members entered ASCAP as a body, he was placed on the ASCAP board, along with Walter Fischer, to represent the interests of this group, and for five years he served as a director of ASCAP.

In taking over his new post, Tompkins sees an opportunity to do a job that no one else in music is doing today, a task of locating from among the thousands of composers and lyricists whose works are kept unheard under the existing system those who have something worthwhile and of developing them into the Irving Berlins and George Gershwins of the future. The writers and composers will be given a chance to produce new music and will be paid fairly for what they produce; the broadcasters will be given the credit, and the profit, of fostering and furthering these creations; and the listening public will be given the pleasure of hearing the best music of all types.

Married to Florence Aitkin, a former actress and singer, Tompkins is the father of two daughters who live up to their artistic heritage. Joan, 22, is a radio actress who is kept in almost constant circulation between the studios of the networks and transcription companies, except AMP; Beatrice, 20, is a ballet dancer. The family now lives at Mount Vernon, but is moving April 15 to Scarsdale, near a golf course where Tommy hopes to spend whatever time his new duties will leave for his private use.

Personal NOTES

BARRON HOWARD, business manager of WRVA, Richmond, Va., has been named treasurer of the Richmond Theatre Guild. Ira Avery, WRVA special events announcer and producer, has been selected for a lead in a coming Guild production.

CARL I. WHEAT, former assistant general counsel of the FCC, who has frequently been mentioned for one of the Republican commissionerships, has opened law offices in the Shoreham Bldg., Washington, specializing in public utility, radio communications and transportation practice. He will maintain his San Francisco offices.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., has returned to the Hollywood Hospital and will be away from his desk until early in May.

PHIL LASKY, general manager of KROW, Oakland, Cal., is the father of a girl born March 1, and his brother, L. B. Lasky, sales representative of KSFO, San Francisco, is the father of a boy born March 2.

THOMAS D. CONNOLLY of the CBS sales promotion department, on March 13 gave a talk on the "Influence of Radio on American Buying Habits" before the Atlanta Advertising Club.

JIMMIE MOORE, formerly manager of the Harlingen studios of KGFI, Brownsville, Tex., has joined the sales staff of KFDA, Amarillo.

WEBLEY EDWARDS, vice-president of Hawaiian Broadcasting System and manager of KGMB, Honolulu, is to leave Honolulu March 22 on the *Lurline* for a brief business trip to San Francisco and Los Angeles. He plans to return April 17.

WAYNE VARNUM, salesman of KSO-KRNT, Des Moines, has resigned to join the sales promotion staff of Columbia Recording Corp. With Mrs. Varnum and their child, he left for Bridgeport, Conn., headquarters on March 11. Mrs. Varnum formerly was assistant radio editor of the *Des Moines Register & Tribune*.

E. L. FINLEY, publisher of the *Santa Rosa* (Cal.) *Press-Democrat* and operator of KSRO in that city, has been reelected president of the newspaper publishers' unit of the Redwood Empire Assn.

WILLIAM M. MALO on March 1 observed his 10th anniversary as commercial manager of WDRC, Hartford, Conn. He joined WDRC in 1930 when it became a basic CBS outlet. WDRC associates presented him with a tin microphone to mark the tin anniversary.

ALBERT DREW has relinquished his announcing duties to devote full time to his new position as assistant commercial manager of WBTM, Danville, Va.

LOUIS RUPPEL, CBS director of publicity, on March 1 left for a six-week trip to Mexico City and the West Coast via New Orleans and San Antonio. He will return to New York early in April.

MARVIN De WITT RAE Jr., formerly sales promotion manager of WNEW, New York, and previously with NBC and the radio department of J. Walter Thompson Co., New York, on March 1 joined Empire Broadcasting Corp., New York transcription company, as a salesman.

PAT CAMPBELL, Hollywood manager of WBS, is recuperating at Palm Springs, Cal., after an illness of several months, and is expected to return to his desk in early April.

HARVEY J. STRUTHERS has joined the sales department of WCCO, Minneapolis.

JACK CHARTERS, salesman of WICC, Bridgeport, Conn., is to marry Bea Reh in April.

JAMES KANE, publicity director of CBS, Chicago, is the father of a girl born Feb. 24. Baby has been named Janet Elizabeth.

AL ROSE, formerly sales promotion manager of WMCA, New York, on March 18 will join *Electrical Manufacturing*, an industrial publication, as sales promotion director.

DON INSLEY has been appointed commercial manager of CKVD, Val d'Or, Que., replacing Tom Darling, manager of CFCH, North Bay, Ont.

LENOX R. LOHR, president of NBC, on April 3 will speak at a luncheon meeting of the Advertising Club of Baltimore. His address will be broadcast on WBAL.

BRUCE POWELL, formerly of Wilson, Powell & Hayward, New York, has joined the sales staff of Columbia Artists, replacing Walter Smith, resigned.

FOX CASE, CBS Pacific Coast director of public relations, Hollywood, has been appointed to the California State Board of Agriculture for a term of four years by Gov. Culbert L. Olson. Case served last year on the State Fair Board.

CHARLES GODWIN, night program supervisor of WOR, Newark, is the father of a girl born March 1.

BEHIND the MIKE

RICHARD ELLERS, of the KYA, San Francisco, news and production staff and previous to that night program supervisor at the San Francisco NBC studios, late last month was named program director of KYA. Previous to his entering radio work about eight years ago, Ellers played in theatrical stock in the Pacific Northwest. David Vaile has resigned as production manager of KYA to enter microphone work in Hollywood.

ROBERT FELDMAN, in the entertainment and radio field in metropolitan New York for the last 20 years, has been added to the staff of the WOR Artists Bureau, in charge of talent supplied by the Artists Bureau for night clubs and similar organizations.

GWEN McCLEARY, director of woman's affairs of KRNT-KSO, Des Moines, has resigned and on March 3 was married to Robert Hanson, *Look* magazine writer and photographer in New York. She was succeeded at the station by Marian Schissel. John Lagen, KSO-KRNT continuity writer, has resigned to accept a similar position with NBC in Chicago. Frank Newton, of the Chicago offices of Ruthrauff & Ryan, has taken his place at the stations.

JOHN COOMBS, formerly of WINS, New York, and S. G. Harris, formerly of RKO Corp., New York, have joined the artist bureau staff of WOV, New York, under the direction of Sidney Leipzig.

DEWEY HARRISON, son of Walter M. Harrison, managing editor of the *Daily Oklahoman-Times*, has joined the news staff of WKY, Oklahoma City, as night city editor. Perry Ward, formerly chief announcer of WKY, has been promoted to chief of special events. Ben Bezoff, for two years WKY news editor, resigned March 1, disclosing no future plans. Bob Eastman has been named to succeed him.

ROLAND HAMEL, formerly of the mailing department of WHN, New York, has been transferred to the station's publicity department.

BILL KILMER, announcer and former program director of KFDA, Amarillo, Tex., has joined the announcing staff of KLO, Ogden, Utah. Before leaving Amarillo, Kilmer married Betty Goodall. William C. Buckley, formerly with M-G-M's recording department in Hollywood, has joined KFDA as announcer-operator.

"TY" TYSON, sports commentator of WWJ, Detroit, is spending his vacation with the Detroit Tigers at their training camp in Lakeland, Fla.

LESLIE EDGLEY, formerly an NBC continuity writer, whose first published novel, *No Birds Sing*, has been getting excellent reviews, was a guest on Ethel Winser's *Your Hit Book of the Week* program on WCFL, Chicago.

JACK COSTELLO, NBC announcer in New York, and formerly of KSTP, St. Paul, recently was appointed an official "Ambassador of Good Will" by Gov. Harold E. Stassen, of Minnesota.

PAUL BRENTSON, formerly of KMBC, and a graduate of Cincinnati U, and Thomas Moore, formerly of WDZ, Tuscola, Ill., and a graduate of DePauw U, Greencastle, Ind., have joined the announcing staff of WBBM-CBS, Chicago.

RAYMOND RICH, formerly of WPRO, Providence, R. I., has joined the announcing staff of WCAU, Philadelphia, succeeding Fred Marshall, who resigned to join the program department of WSYR, Syracuse, N. Y.

FRANK SIEDEL, for the last two years continuity chief of WCAE, Pittsburgh, has resigned as of March 2. Late in March he plans to return to Cleveland, following a business trip to New York, and open a radio program service office.

WALTER GUTHRIE, son of F. P. Guthrie, Washington manager for RCA Communications Inc. and a pioneer industry figure, has been elected to Phi Beta Kappa at Washington & Lee. He graduates in June.

JOHN F. WALLEY, NBC-Central Division office manager, is vacationing in Guatemala.

R. W. DUMM, formerly sales promotion director of KSFO, San Francisco, has been named special events director of the station.

TRAFTON ROBERTSON, announcer of WBT, Charlotte, N. C., and Mrs. Robertson recently adopted a three-month-old girl.

HAL TATE, conductor of the *Movie Tatler* program on WJJD, Chicago, is writing a column in a new monthly Chicago publication called *The Tatler* Magazine.

STARR YELLAND, formerly of San Francisco, has joined the announcing staff of KOA, Denver.

TOM DAILEY, formerly of KVOO, Tulsa, has joined the sports announcing staff of WOW, Omaha.

DALE ARMSTRONG, KFI-KECA, Los Angeles, commentator, has resigned to join Russell Birdwell & Associates, Beverly Hills, Cal., publicity concern.

BOB MENAFEE, formerly of WBIG, Greensboro, and Bill Kenealy, of WAIR, Winston-Salem, have joined the announcing staff of WPTF, Raleigh, N. C.

FRANCES MYERS, formerly in the business office, has been made assistant traffic director of KOY, Phoenix.

Meet the LADIES

HALLOWEEN MARTIN

EVERY MORNING since Jan. 7, 1929, the cheery voice of Halloween Martin has informed Chicagoans as to time and temperature during *Music Clock*. A stack of worn out records for the theme melody has long since passed the 100 mark. This one-girl show marked its 12th birthday Jan. 7, for Prudence Penny started the program on KYW, then a pioneer Chicago station. Halloween made her debut when she pinch hit for Prudence back in 1929 and every morning since she's been in the studio at 6:45 a.m. A DePaul graduate, Halloween gave up her job as assistant home economist for the old *Chicago Herald & Examiner* to enter radio. Sponsored since April 15, 1930, the program is presently heard on WBBM, Chicago, under sponsorship of Sears, Roebuck & Co.

CLETE ROBERTS, who conducts the nightly quarter-hour *Let's Talk Over the News*, on KMPC, Beverly Hills, Cal., has been appointed station news editor. At one time he was Los Angeles manager of Transradio Press Service.

JAMES CROSS and Louis Quinn, Hollywood writers, have been signed to write Jackie Coogan's scripts for the weekly *Hillman Hour* sponsored on KFWB, that city, by Lloyd K. Hillman Co., Los Angeles (autos).

ARTHUR GILMORE, CBS Hollywood announcer, and Glenn Middleton, head of the network's transcription department in that city, are co-authors of a new correspondence course on announcing which is being offered through several national publications.

MAURIE WEBSTER, CBS Hollywood announcer and president of *Columbia's Camera Club* program, which has a large membership, will be toastmaster at the opening dinner of the third annual Western Photo Dealers convention in that city March 20.

CHARLES THEIS, in newspaper work 20 years in Cleveland, Cincinnati, Galveston and Chattanooga, has joined the news staff of WLW, Cincinnati.

BOB RICHARDSON, conductor of *Your Automotive Reporter* on KWK, St. Louis, has been named to the St. Louis Traffic Commission.

WILLIAM C. GILLER, formerly head of Publix Recording Co. of Champaign, Ill., has joined the recording studios of Warren C. Jaynes Recording Service, Chicago, as sales manager.

Southern California's
MOST POPULAR
Double Feature

KFI
NBC RED NETWORK
50,000 WATTS • CLEAR CHANNEL
REPRESENTED by EDWARD PETRY & CO.
KECA
NBC BLUE NETWORK
5,000 WATTS DAYS • 1,000 WATTS NIGHTS
REPRESENTED by FREE & PETERS, INC.
KFI Earle C. Anthony, Inc. KECA

Two Major Outlets
FOR THE
Third Major Market

DON WILSON, Hollywood announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp., (Jell-O), on March 10 observed the 17th anniversary of his entry into radio. A special sketch on the Benny program was dedicated to Wilson.

JOHN RUSHWORTH, of the production department of WEEI, Boston, has been appointed supervisor of all transcribed programs. He also will direct all transcription activities of WEEI.

JAY CALDWELL, announcer of WBTM, Danville, Va., has been named publicity director. Woody Leafer, formerly of WCNW, Brooklyn, recently joined the announcing staff of WBTM.

LEON W. CRAGER has resigned as program director of KVAN, Vancouver, Wash., moving to Washington, D. C.

DICK POST, announcer on the CBS *Scattergood Baines* series, and Helen Corbin have announced their engagement.

ALLAN FRANKLIN, announcer of WJJD, Chicago, is on a speaking tour for a nationally-known travel agency. His itinerary includes the Western portion of the United States and Honolulu. He will return to Chicago April 13.

MILDRED VAN, formerly home economics director of KFOX, Long Beach, Cal., and KIEV, Glendale, Cal., has joined KMPC, Beverly Hills, Cal., and is conducting the five-weekly quarter-hour *Consumer's Home Research*. She is currently sponsored by two national firms headquartered in Los Angeles—Coffee Products Co. of America (coffee and spices) and M. A. Newmark Co., (canned food).

ALLAN JENSEN, formerly of the reception staff of KSL, Salt Lake City, has been promoted to the announcing staff. Early in March the 18-month-old boy of Glenn C. Shaw, KSL production manager, and the week-old girl of Stanley Rees, control operator, died after sudden illnesses.

JOSEF STOPAK, NBC conductor, and Celia Stopak, NBC contralto, are the parents of twin girls born early in March.

JOE NICKELL, newscaster for WIBW, Topeka, Kan., for 16 years, has been elected vice-president of the Missouri-Kansas chapter of the Rainbow Division of the Veterans of the World War.

JIMMY WALLINGTON, Hollywood announcer on the CBS *Texaco Star Theatre*, sponsored by Texas Co., has recovered from hand injuries received in a recent yacht accident.

HUGH WEDLOCK and Howard Snyder, Hollywood radio comedy writers, have been signed by Paramount Pictures Corp., to do additional dialog for the film, "A Night at Earl Carroll's".

BEN GAGE, NBC Hollywood announcer and vocalist, has a collection of more than 30 pins and badges which he won for bowling scores over 250.

JOHN J. ANTHONY, conductor of the *Original Good Will Hour*, sponsored on MBS and WMCA, New York, by Sterling Products for Ironized Yeast, is writing a second book based on his clinical observations of marriage problems as presented on the program.

EDWARD SHERMAN, formerly RCA-Victor record specialist in Chicago and recently with the RCA-Victor Distributing Co., Kansas City, has rejoined the company as record merchandising specialist for the Kansas City district.

FRED LAWS, assistant to the president of KSTP, St. Paul, is convalescing after a recent operation. Don Hawkins, formerly of WXYZ, Detroit, has joined the KSTP announcing staff.

5 to 1

DEALER PREFERENCE

● A National distributor surveyed 63 of his dealers in the **PITTSBURGH AREA** to determine their order of station preference . . .

● 46 dealers listed KDKA "*First*" . . . a 5 to 1 lead over the next station . . . and 16 of the 46 named only KDKA.

● Another concrete example of KDKA's dominant position in the Pittsburgh Market as *The Preferred Station.*

WESTINGHOUSE KDKA PITTSBURGH 50,000 WATTS

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

When you think of

NEW ORLEANS

you think of:

Duels Beneath the Oaks

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

One on Clark

THAT announcers must watch their casual P's and Q's is indicated in the following postcard communication received from a listener by Ray Clark, announcer of WNAX, Yankton, S. D.: "Yesterday — Feb. 29 — you said that a mother was going to make a Crisco cake for her little boy's birthday party and that he was 5 years old on Feb. 29. Please explain how anybody could be 5 on Feb. 29".

F. MORDAUNT HALL, former film critic of the *New York Times* and previously with the *Boston Transcript* has joined the CBS press department to handle magazine contacts under Edward Sammis.

GEORGE REUTER, WBBM-CBS, Chicago, continuity writer, was a guest speaker before the radio writing class of Northwestern U on March 4.

LES MITCHELL, WBBM-CBS, Chicago, producer, will give a series of lectures during the two-day Vocational Conference for Seniors in Casy, Ill., on April 1-2.

VAUGHAN BRADSHAW, production manager of WTAR, Norfolk, Va., is convalescing after an operation to remove a kidney stone.

JUNE NELSON of the KMPC, Beverly Hills, Cal., secretarial staff has been made night receptionist.

LOU WITHERS, KFI-KECA, Los Angeles, announcer, is the father of a girl born March 1 in Oakland.

JEANNETTE SPIEGELMAN, formerly of NBC San Francisco, has joined the continuity staff of KMPC, Beverly Hills, Cal.

JACK O'REILLY, formerly in Metropolitan New York radio, has joined the sports announcing staff of WMFF, Plattsburg, N. Y.

MARY JANE HERDMAN, formerly with KOIL, KFAB, KFOR, Omaha and Lincoln, has joined the program department of KROW, Oakland.

JACKSON WHEELER, formerly of KNX, Hollywood, has joined the CBS staff of announcers in New York.

FOURTH baton-wielding generation of Spitalnys is 14-year-old Jimmy, student member of the ROTC band at Massanutten Military Academy, Woodstock, Va. Young Jimmy (left) received a baton from his father, Maurice Spitalny, music director of KDKA, Pittsburgh, in a ceremony held in the KDKA studios. Looking on in background is the Massanutten military director. Other musical Spitalnys are H. Leopold, NBC Symphony director; Phil, conductor of the GE-sponsored all-girl orchestra. Jimmy's grandfather and great-grandfather were noted musicians in Europe.

Neblett Goes to KWK; Bowin Gets Promotion

JOHNNIE NEBLETT, well-known sportscaster formerly heard on WBNS, Columbus, O., has joined the sports staff of KWK, St. Louis, to conduct his regular *One Man's Opinion* under sponsorship of Falstaff beer as well as broadcasts of hockey games and boxing and wrestling matches. In another shift at the station Martin Bowin, for

Mr. Neblett

Mr. Bowin

five years on the KWK announcing staff, has been appointed supervisor of announcers, replacing Allen C. Anthony, who resigned to freelance on the Pacific Coast.

Neblett has broadcast sports over WBNS since 1937, including play-by-play descriptions of all Columbus Redbirds games in the American Assn. In 1937 he was awarded the trophy as "most popular baseball announcer in the American Association" by League President George Trautman. For two years he was secretary of the American Assn. of Baseball Broadcasters. Bowin entered radio in 1928 as a bookkeeper at WHK, Cleveland, working into part-time and later full-time announcing on the station until joining KWK.

Radio Career Tips

RADIO from a career standpoint is discussed in the new occupational monograph, *Occupations in Radio*, published by Science Research Associates. The study is written by Kenneth C. Bartlett, director of the Syracuse U Radio Workshop, and Douglass W. Miller, assistant to the dean of the Syracuse U school of journalism. The monograph reviews station and network organization, functions and opportunities in organizations allied to radio, qualifications and training for radio and technical jobs, opportunities for women in the field, and general advice on getting started and looking at future developments.

Walter Logan

WALTER LOGAN, musical director of WTAM, Cleveland, for the last 17 years, died at his home in Cleveland March 11. He had been ill with heart disease for nearly a year, during which time he has been absent from his station duties. Mr. Logan, who was 63, was a composer and dean of Cleveland orchestra leaders as well as a pioneer in radio music. He was said to be the first to produce operas for radio and directed Fritzi Scheff when she first sang on a commercial program.

WBBM Pages Trained

IN AN EFFORT to give WBBM-CBS page boys an opportunity to show their radio talent, Les Mitchell, producer of the Chicago outlet, is operating a production school for the boys. Every phase of radio production is being studied and in the near future a complete show, manned throughout by present page boys or graduates from the ranks who now work in other departments, is scheduled for broadcast over WBBM.

Vallee Series Features Commercials by Talent

NATIONAL Dairy Products Corp., New York (Sealtest milk), on March 7 started its *Rudy Vallee Show* on 61 NBC-Red stations, Thursdays, 9:30-10 p.m. (EST), with Vic Knight producing. It is a musical comedy type of program with fantasy, based on historical events and stressing humor of character and situation rather than gag spots. The program has no announcer, the commercials being handled by Vallee and members of the cast, with cut-ins by dealers in various parts of the country. Besides Vallee, featured on the weekly program is Maxie Rosenbloom, Hollywood prize fighter, cafe proprietor and movie actor, who furnishes comedy relief.

Different guest artists are featured each week along with a 25-piece orchestra and 15-voice chorus. Ken Darby and Elliott Daniels head the musical contingent. Sidney H. Fields, Norman Panama, Melvin Frank, Paul Henning and Lynn McManus handle the writing assignments. Although Sealtest is not merchandised on the West Coast, the program is being released over KFI, Los Angeles. Herbert Korholz, radio director of McKee & Albright, New York agency servicing the account, recently established a Hollywood production office and will divide his time between the two cities for the duration of the series.

Old Gold Makes Ready

CAL KUHL, Hollywood producer, has been signed by Lennen & Mitchell, to produce the new variety and dramatic show, featuring Don Ameche, which starts April 5 under sponsorship of P. Lorillard Co., New York (Old Gold cigarettes), on 60 or more NBC-Red stations, Friday, 10-10:30 p.m. (EST). Kuhl, on the staff of J. Walter Thompson Co., for nearly 10 years, produces for that agency the NBC *Chase & Sanborn Show*, sponsored by Standard Brands and will continue to handle that program along with his new assignment. Maxwell Shane, Hollywood writer, will head the writing staff for the Old Gold show. Others signed are Claire Trevor, for the dramatic skits opposite Ameche, and Pat Friday, vocalist. Victor Young's orchestra is also reported signed. Robert Orr and Mann Holiner, New York executive vice-president and radio director, respectively of Lennen & Mitchell, are on the West Coast completing arrangements for the series.

Healthaids Now on 65

HEALTHAIDS Inc., Jersey City, because of large sales increases for Serutan, since Jan. 1 has increased the number of stations carrying its programs to 65. Twice-weekly news programs are heard on 23 Don Lee stations featuring Norman Nesbitt. New stations carrying quarter-hour news programs or quarter-hour health talks by Victor Lindlahr, editor of the company's *Journal of Living*, are WLW WLS WTIC WJR, WHK WHO WGR WBAL. Austin & Spector Co., New York, handles the account.

THE "success story" of the CBS Sunday afternoon *Pursuit of Happiness* program, which started Oct. 22 with Burgess Meredith as narrator, is told to CBS stockholders in a brochure mailed March 8 with the network's quarterly dividend checks of 45 cents per share.

AN AMERICAN Airlines plane was equipped as a flying studio on March 6 for the Quaker Oats *Girl Alone* broadcast heard over 38 NBC-Red stations. Joe Rife, NBC-Chicago engineer, installed approximately 600 pounds of equipment for the show which was shortwaved to pickup receivers on the Civic Opera Bldg. for relay to the studios in the Merchandise Mart. Left to right are Ed Wilde, Chicago manager for Tom Fizdale Inc.; Katherine Haney, Ruthrauff & Ryan, Chicago; Art Trask, same agency, who was responsible for the stunt; Betty Winkler, star of the program; Warren Johnson, also of Ruthrauff & Ryan; Pat Murphy, actor; June Travis, actress; and Axel Gruenberg, director of the program. Route covered by the plane was over the Loop area in Chicago.

Book on Crashing Radio Written by Frank Arnold

ADVICE on how to enter and develop in radio is presented in a new volume *Do You Want to Get Into Radio?* [Frederick A. Stokes Co., New York, $1.50], written by Frank A. Arnold, former director of development of NBC and now a New York radio consultant. The 133-page book affords a functional discussion of the various departments of the radio broadcasting business, slanted to inform the young person with an eye on entering the field.

Concluding with an appendix covering a list of the colleges offering radio courses, important broadcasting stations and selective biography, the volume includes chapters covering the organization set-up of a network, program building, time selling, talent selection, promotion and public relations, department of information, announcing, opportunities for women, junior executive posts, television and future prospects.

Here's The Picture in Rochester* - - -

HIGHEST in number of hours of sponsored NATIONAL network and NATIONAL spot programs —**WHEC**

HIGHEST in number of hours of sponsored LOCAL programs —**WHEC**

HIGHEST in listener's preference —**WHEC**

HIGHEST in sponsor's preference —**WHEC**

LOWEST in cost per listener for complete coverage of complete Rochester Territory —**WHEC**

WHEC runs full column promotion advertisements on its programs in the Rochester Newspapers seven days a week—

BASIC CBS

WHEC Rochester, N. Y.

Nat'l Representatives
Paul H. Raymer Co.

HELEN ADAMS

conducting

"IT'S FUN TO KEEP HOUSE"

Five Days a Week

on ST. LOUIS KWK

WBBM Expansion

A $60,000 construction project that is expected to take four months to complete is under way at the WBBM-CBS studios in the Wrigley Bldg., Chicago. Three new studios, additional facilities for the Columbia Recording Co., a photographic studio and darkroom, and new offices to care for department expansion will be provided. The present newsroom, mail department and several offices will be moved to another floor to make room for the studios, which will be located on the second floor. During the construction period, a number of regularly scheduled shows will be broadcast from studios in the penthouse of the *Chicago Daily News* building. Largest of the new studios will be 40 x 23 feet, smallest 18 x 14, with the third studio 31 x 19.

WJSV BANS BEER

Small Loan Accounts Also Denied Renewal

RESPONDING to "a growing articulated opinion" that beer advertising via radio is not in strict good taste, Manager A. D. Willard, of WJSV, CBS key station in Washington, told BROADCASTING March 2 that the station has cancelled all beer advertising and will accept no more in the future. The ban hit only a single account—Globe Brewing Co., Baltimore (Arrow beer and ale)—but brought a temporary revenue loss of about $700 per week from one of the station's oldest sponsors, it was stated. The brewing firm sponsored four five-minute newscasts daily and two quarter-hour news spots Sundays.

In explaining the new policy, put into effect in February, Manager Willard pointed out that since beer programs must sell beer—and to do so must make beer appealing—it was concluded such advertising was not in good taste and should be discontinued by the station because the sales messages are received in family circles, by children and grownups alike. For similar reasons, the station also has placed a ban on the renewal of outstanding small loan accounts.

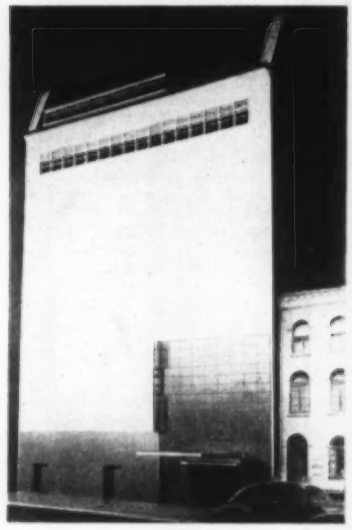
Vox That Popped

VOX POPPED to a turn was Frank Nicholson, man-on-the-street announcer of KFBK, Sacramento, Cal., during a recent sidewalk interview program. Nicholson, confronted with a reticent German refugee, goaded him on to answer queries concerning his fatherland with the observation, "You needn't be afraid. This is America. We have *free speech* here. Go ahead and say all you want." Taking his cue, the German shot at the mike a red hot barrage of expletives and cuss-words about Hitler and the Nazi regime. After shooing his guest away, Nicholson apologized profusely to listeners. Next day's mail brought numerous letters accepting the apology and indicating listeners held no hard feelings toward anyone, including the interviewee.

Griffin Psychic Series

GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 16 will start its annual spring campaign, using a dramatic program titled *Who Knows?* on four MBS stations, Saturdays, 8:30-8:45 p.m. The programs will deal with psychic phenomena, dramatizing incidents which actually occurred taken from the case records of Dr. Hereward Carrington, psychic investigator. Bermingham, Castleman & Pierce, New York, is agency.

TED MORDE has resigned as news editor of KMPC, Beverly Hills, Cal., to head an expedition to Honduras which will map unknown tributaries of the Patuca River. The group will also search for a lost city and is scheduled to leave from New Orleans in mid-April.



MAJOR project in the current CBS expansion program in New York is this modern eight-story studio and experimental laboratory annex within the shell of the building formerly housing the famous Juilliard School of Music. The new $700,000 structure, across the street from CBS New York headquarters at 485 Madison Ave., is expected to be ready about May 15. It will house seven studios embodying the latest technical advances, including a radical innovation for improvement in sound projection—acoustivanes patterned on fundamental principles of the violin, with hard resonant wood on one side and soft porous wood on the other, which can be turned for various tonal effects from a central control.

New Hollywood Studios Of CBS About Complete

WITH construction practically completed, the new $200,000 building housing two additional audience studios, which adjoins the main CBS Hollywood structure at Sunset Blvd. and Gower St., will be in use by early April, according to Donald W. Thornburgh, the network's Pacific Coast vice-president.

New building, designed by John and Donald B. Parkinson, Los Angeles architects, will harmonize with the modern functional style of the main studios and executive building of CBS which were opened April 30, 1938. Dimensions of the two story addition are 135 x 105 feet. It is located directly east of Columbia Square Playhouse. Entrance to the new studios face the patio on Sunset Blvd.

The new studios are soundproofed and will be equipped with latest RCA broadcasting facilities. Stages are 50 x 36 feet and each studio will seat more than 400 persons, all on the first story level. Second floor of the air-conditioned building is planned for script department offices, public lounges and artists' dressing rooms. CBS neon signs will be placed on the building corners at both Gower St. and Harold Way. Space in the rear of the building on Gower St. will be retained for parking.

WBAL, Baltimore, has signed Gene Robb, business letter author and newspaper columnist, to do a Saturday 7 p.m. series titled *The Business News From Washington*.

DOORWAY (Ky.)

IS

CLOSED

TO

BIG SALES!

Simply because few people live there, Doorway (Ky.) is pretty much a *closed proposition* so far as *sales* are concerned. That's why Doorway and a thousand other Kentucky hamlets, *combined*, can't give you a market to compare with the rich Louisville Trading Area. THE MILLION BUYERS who live in and around Louisville make two-thirds of *all* Kentucky purchases! And these ready-made customers tune to WAVE because we give them the *newest* news, the best on N.B.C., and the finest local programs. Broadcast over WAVE, *your* story reaches *only* the people who matter! . . . How about it?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

GREAT STUFF

White Rock Buttermilk — *Great for Health!*
KLZ Advertising — *Great for Sales!*

Fred Allen, KLZ commercial manager, E. O. Shaw, agency executive and Don L. Reed, creamery manager, drink a toast in buttermilk to renewal for six months of contract over Denver's KLZ.

"We know White Rock Buttermilk is a mighty superior product, but before people can use it they must know about it and KLZ has certainly done a swell job of telling and selling."

—Gold Coin Creamery Company
Don L. Reed, Manager

White Rock Buttermilk was introduced to Denver by Gold Coin Creamery last April, sailed along until September keeping pace with its competition. Then KLZ's "Lady, Lend an Ear" program was made a part of White Rock's sales plan for the Rocky Mountain region.

Came November, December, and January, whose snows and sub-zero weather usually mow down the demand for buttermilk. But White Rock sales continued stable . . . in some cases exceeded those of June, July, and August. Today White Rock buttermilk sales are estimated by creamery officials to be 40% above the average for the industry.

Another local advertiser feels the power of KLZ to produce sales . . . learns why KLZ carries more quarter-hours of locally sponsored time than any other station in the Denver area.

KLZ *Denver*

CBS Affiliate — 560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

A Country within a Country.

CBC IN QUEBEC

PROVIDES SPECIAL COVERAGE OF A SPECIAL MARKET

More than 3,000,000 French-Speaking Canadians Make the Province of Quebec and Eastern Ontario a Rich and Productive Sales Territory

LIKE A POWERFUL SEARCHLIGHT, CBC in Canada not only covers the entire Dominion from sea to sea, but its facilities can be focused on any specific Province.

Typical of this specialized coverage is CBC's dominance of the Province of Quebec . . . a Province whose 3,135,000 people have an annual retail spending budget of $461,864,000. With the CBC Key Station, CBF (50,000 Watts), directed to the French-speaking population . . . with CBM (5,000 Watts) reaching the English-speaking people . . . *the CBC network serves 80% of all radio homes in the Province,* with an overflow that extends to French-speaking Canadian homes in the Maritimes and Eastern Ontario.

Here is truly an outstanding coverage . . . and it is made all the more valuable because radio in Canada is an organized medium . . . serving the people with the finest entertainment . . . and enjoying a listening audience from coast to coast that is unsurpassed anywhere for its loyalty and goodwill.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

Text of the New FCC Rules Governing Television

(*Continued from page 37*)

Sec. 4.75 Announcements

At the time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Sec. 4.76 Scope of Experimentation, Limitations and Restrictions

(a) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate to render a regularly scheduled television broadcast service to the public.

(b) No Class I station shall operate when objectionable interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

(c) Class II stations shall operate to conduct television broadcast research and experimentation for the development of the art in its program phases and in connection therewith may carry out experiments with respect to power and antenna requirements for a satisfactory service to the public.

(d) Class II stations shall make all equipment changes necessary for rendering such external transmitter performance as the Commission may at any time require.

(e) Class II stations shall maintain a minimum scheduled program service of ten hours per week throughout the license period.

Sec. 4.77 Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		*Group B*	
No.	kc.	No.	kc.
1	44,000- 50,000	8	156,000-162,000
2	50,000- 56,000	9	162,000-168,000
3	66,000- 72,000	10	180,000-186,000
4	78,000- 84,000	11	186,000-192,000
5	84,000- 90,000	12	204,000-210,000
6	96,000-102,000	13	210,000-216,000
7	102,000-108,000	14	234,000-240,000
		15	240,000-246,000
Group C		16	258,000-264,000
Any 6000 kc. band above 300,000 kc. excluding band 400,000 to 410,000 kc.		17	264,000-270,000
		18	282,000-288,000
		19	288,000-294,000

(b) Each Class II television broadcast station will be assigned only one channel. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized for both Class I and Class II stations but no emission shall result outside the authorized channel. The assignment of a channel to a Class II television broadcast station does not preclude the assignment of that channel for use by Class I stations, but such a Class II television station shall have priority for the use of the channel for its scheduled program service. Licenses for both a Class I and a Class II station may be issued to a single licensee only upon a showing that the development of the television art will be assisted thereby, particularly where authority to operate on channels in Group B or C is requested for the Class I operations.

(c) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

FOR the second consecutive year WGAR, Cleveland, has been awarded the C.I.T. plaque as the station giving the most effective and consistent support to local traffic safety measures. John W. Darr (left), trustee of the C.I.T. Safety Foundation, presented the plaque to Gene Carr, assistant manager of WGAR, who did the accepting.

(d) For the present no Class II television broadcast station will be assigned a channel for time sharing operation.†

Sec. 4.78 Power

The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

† This provision modifies Section 4.4(a) insofar as it applies to television broadcast stations.

Sec. 4.79 Supplemental Report with Renewal Application

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include comprehensive reports on the following:

(a) *For Class I Television Broadcast Stations:*

1. Number of hours operated.
2. Full data on research and experimentation conducted, including the power employed.
3. Conclusions, tentative and final.
4. Program for further developments of the television broadcast service.
5. All developments and major changes in equipment.
6. Any other pertinent developments.

(b) *For Class II Television Broadcast Stations:*

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Studio equipment used and any developments made during the license period.
3. Progress made in the advancement of television broadcasting as a service to the public.
4. Financial data on cost of operation during the license period.
5. Power employed, field intensity measurements and visual and aural observations to determine the service area of the station.

ADVERSE weather conditions have delayed the construction plans for the new WKIP, Poughkeepsie, N. Y., but Richard E. Coon, president and editor of the *Poughkeepsie Eagle-News* and *Star & Enterprise*, reports the station will probably be on the air by June 1.

...BUT *It's "hitting the right spot" that counts*

Represented by THE BRANHAM CO.

N. B. C.
1,000 Watts

KTBS

SHREVEPORT • LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis • KARK—Little Rock • WSMB—New Orleans
KWKH-KTBS—Shreveport

"CALLING all advertisers, calling all advertisers—Be on the look-out for PUBLIC HARD-TO-CATCH-CUSTOMER No. 1, alias the LITTLE FOX."

Slyer than a fox is the advertiser who goes after the LITTLE FOX the popular KTBS way. When you use KTBS, Shreveport, Louisiana, for your spot or network advertising you command one of America's most receptive markets . . . You KNOW you'll reach that foxy customer and sell him into WANTING to be caught.

We invite 1940 radio advertisers to investigate the possibilities of the Shreveport market and the coverage offered by KTBS. We hit the spots—high and low—and make "bagging your game" no longer a sport of chance but a sure thing.

Let KTBS help you "bring back the brush."

Lively
SHOWMANSHIP
wins larger audiences
in the
Intermountain
Market
for
KDYL

The
POPULAR Station
Salt Lake City

NBC
RED
NETWORK

National Representative:
JOHN BLAIR & CO.

Radio Aids Stricken

(*Continued from page 26*)

mained on the job for three days, taking little time out for rest. Earl Wright, commercial representative of KHSL, covered by airplane.

With its entire staff on 24-hour call and its remote service crew standing by throughout the entire flood period, KFBK, Sacramento, rendered excellent service to both residents of the ravaged communities and various relief and rescue agencies involved. At the first indication of flood danger, KFBK established direct lines to the U. S. Weather Bureau offices and the *Sacramento Bee*, and kept its listeners informed.

As the crest of the flood moved down the Sacramento River toward Sacramento, KFBK flashed frequent warnings. Early in the morning of March 1, KFBK was informed by Maitland Pennington, publisher of the *Meredian Index-Journal*, of a levee break in that district, about 40 miles from Sacramento. KFBK went on the air with warnings and continued the broadcast until the 1,000 inhabitants had been evacuated.

Supervised by Howard Land, manager of KFBK, the station's flood broadcasts were directed by Tony Koester, chief announcer. The KFBK staffmen on duty were Larry Robertson and Verne Partlow, announcers, and Stam Sronce and Merwin Jones, engineers.

Shortwave Helpful

KROY, Sacramento, virtually turned over its facilities to law enforcement and relief organizations. Headed by Will Thompson Jr., manager, the entire station crew was on duty. Milton Cooper, chief engineer, and Winston Bull, announcer-operator, operating shortwave stations W6QT and W6KAU, played an important part in securing flood news from many isolated spots.

KROY, under supervision of D. E. Lundy, sales manager, aided the Red Cross in obtaining supplies for refugees in Winters, approximately 50 miles from Sacramento, which was completely inundated. Warnings to farmers in the Sacramento Valley were broadcast at frequent intervals by Miss Garland Schuler, KROY agricultural director. In recognition of its public service, KROY through its manager, Mr. Thompson, was presented with a special citation from Gov. Olson at the State Capitol March 4.

When the heavy rains caused an overflow of the Russian River and flooded the Redwood Empire area, KSRO, Santa Rosa, under direction of Wilt Gunzendorfer, supplied listeners with bulletins on flood conditions. KSRO sent an airplane over the stricken area and listeners were informed, if they were in need of food, supplies or medical attention, to fly a white cloth and that aid would be sent them.

KSFO, San Francisco, kept the general public and the affected regions posted on the flood stages, road conditions and warned residents in the paths of onrushing waters. KSFO chartered a United Airlines plane and flew Tro Harper, special events announcer, over the entire Sacramento Valley area. His survey of actual conditions was broadcast from KSFO over the CBS Pacific Network Feb. 29. KFRC, San Francisco, besides giving regular bulletin service, sent a recording truck to Pescadero, isolated for two days. En route the truck was held up for an hour by a landslide. Mel Venter voiced the recording and it was broadcast the following morning.

KPO, KGO, KYA, KSAN, KJBS, all in San Francisco, and KROW and KLX, both in Oakland, made cut-in announcements during the danger periods.

When areas of the Santa Clara valley became flooded, KQW, San Jose, managed by C. L. McCarthy, issued special flash bulletins containing vital information furnished by the Highway Patrol, police agencies and the San Jose city and county engineers office.

KDON, Monterey, through its auxiliary studios in Santa Cruz, cooperated with authorities when the lowlands and adjacent territory of the latter community became flooded. Adriel Fried, manager of the studios, issued bulletins on evacuation of inundated areas, and also broadcast instructions for making flooded wells safe for drinking purposes.

KHUB, Watsonville, cooperated with Watsonville police and health departments, issuing bulletins on road conditions and appeasing thousands of worried listeners.

FOR "outstanding public service" read the citation presented to KROY, Sacramento, Cal., which Will Thompson Jr., manager (left), receives from M. Stanley Mask, executive secretary (right), to Gov. Culbert L. Olson, of California. The citation was presented to the station in recognition of its public service to Northern California during the Sacramento Valley flood.

WHEN TOWN SAGGED
WAZL Provided Coverage of Shenandoah Tragedy

WHEN the town of Shenandoah, Pa., started to drop into coal excavations March 4, Lou Murray, announcer of WAZL, Hazleton, phoned from Shenandoah to Manager Vic Diehm and the station started a day of disaster broadcasts.

From the site Manager Diehm, along with Hen Cohn, Anthony Staniskus and Jack Robel, aided by Engineer George Keck, notified listeners of disaster details and allayed fears of residents in other coal towns. Broadcasts were given in several languages. Public and industry officials were called to the WAZL microphone, as well as newspapermen and victims whose homes were ruined.

WHO'S INVESTMENT IN YOUTH

Sponsorship of Golden Gloves Contest Leads to Development of Amateur Athletics

By WOODY WOODS
Publicity Director, WHO, Des Moines

PLOWING profits from its annual Golden Gloves amateur boxing meet back into amateur athletics, WHO, Des Moines, is investing in young American manhood. The Des Moines meet, the only Golden Gloves contest in the country sponsored by a radio station, has been drawing increasing credit to the station for developing wholesome athletic training and competition since 1938, when WHO started sponsoring the event.

Each year crowds and entries have increased. The 1940 tournament attracted more than 1,000 requests for entry blanks, more than 500 entries. More than 200 contestants passed the rigid physical examination and were certified by attending physicians to enter the tournament. On Feb. 12, the night of the semi-finals and finals, more than 6,500 fans packed the auditorium—a complete sellout, with several hundred turned away.

Funds for Athletics

What becomes of the profits? In some towns Golden Gloves sponsors turn them over to specified charities. But at WHO profits are plowed back into amateur athletics. Specifically, gymnasium equipment has been supplied to Easton Heights Community Center, Bourland's gymnasium, South Side Community House, Highland Park Community Center, Roadside Settlement House, Hayes gymnasium in Lenox, Ia., Junior Chamber of Commerce gym in Winterset, Ia., and the National Youth Administration boxing team as well as many others.

What's the result of all this? Many lads have stayed off the streets and out of trouble because these profits help maintain supervised gymnasiums which may be used by young fellows who cannot pay for such facilities—a year-round contribution to the welfare and development of young American manhood, made possible by the continued patronage of lovers of clean sports. WHO never has taken a penny of profits from the meets.

Director of the tournament is Bill Brown, WHO's sports editor. Harold Fair, WHO program director, handles production, acts as clerk of the tournament, and is directly responsible for activities of a working crew of 52 men, plus an aggregate of 39 doctors, judges, referees and timers. The house staff, consisting of doormen, ushers, police officers, stage hands and box office crew totaled 76 more.

GUIDING genius of the Des Moines Golden Gloves amateur boxing meets, sponsored since 1938 by WHO, Des Moines, is Bill Brown, sports editor of the station. As director of the only tournament sponsored by a radio station (42 others being sponsored by newspapers), he has been responsible, with the aid of his WHO confreres, for its increasing success in bringing credit to WHO for developing good solid American young manhood. Caricature by Benne Actor.

It is noteworthy that in spite of the almost universal feeling of newspapers toward a large radio station, reams of publicity were given to WHO's Golden Gloves tournament by large and small newspapers all through the State. And the newsworthiness of the meets is further attested by fine cooperation of Des Moines dailies, themselves operators of their own radio stations. Interesting too, from the standpoint of the station, was the situation in the big Chicago tournament where the WHO team was thrown in with teams sponsored by 42 newspapers—sponsorship by a radio station stood out like a sore thumb.

Store's Events

THE 100-year-old Leon Godchaux's Clothing Co., New Orleans, celebrating its centennial, has signed with WWL for sponsorship of nine special events, including interviews from the store, a style show from the Hotel Roosevelt, the city's Spring Fiesta and other occasions. Among those to be interviewed are J. B. Hickey, president of Hickey-Freeman Co., and Harold Keith, president of Walk-Over Shoe Co. Same sponsor bought all of the station's special events during 1939, placed through Fitzgerald Adv. Agency with Henry Dupre handling.

Beardsley Adds

J. W. BEARDSLEY'S SONS, Newark, on Feb. 5 started quarter-hour daily participation in the two-hour *Musical Clock* program on KYW, Philadelphia, on behalf of shredded codfish cakes, already promoted twice weekly on Phil Cook's *Morning Almanac* program on WABC, New York, and twice weekly on the *Make Believe Ballroom* on WNEW, New York. No further stations will be added at the present time, according to Neff-Rogow, New York, the agency.

WITH the bulk of increased appropriations going to radio, newspapers and weekly magazines, advertising budgets are running 5 to 10% over a year ago with the start of spring campaigns now getting under way, according to the *New York Times*.

WMC *Again* FIRST IN THE POLL-PARADE

● Here, in four separate and disinterested surveys by U. S. and Canadian radio editors, radio programs heard regularly over WMC were awarded first distinctions by overwhelming margins. Popular proof of WMC's overwhelming popularity in the MidSouth listen area.

7 out of the first 10 in the World Telegram Poll

1. Favorite Program.....JACK BENNY
2. Outstanding New Star.....ALEC TEMPLETON
3. Popular Male Singer.....BING CROSBY
4. Favorite Studio Announcer.....DON WILSON
5. Popular Classical Singer.....NELSON EDDY
6. Popular Quarter Hour Program.....FRED WARING
7. Best Comedian.....JACK BENNY
8. Popular Orchestra.....GUY LOMBARDO
9. Favorite Sports Announcer.....BILL STERN
10. Favorite Quiz Program.....INFORMATION PLEASE

★

9 out of the first 10 in the Cleveland Plain-Dealer Poll

1. Favorite Personality.....CHARLIE McCARTHY
2. Favorite Program.....CHASE & SANBORN
3. Best Master of Ceremonies.....DON AMECHE
4. Best Classical Male Singer.....NELSON EDDY
5. Best Classical Female Singer.....LUCILLE MANNERS
6. Best Popular Male Singer.....BING CROSBY
7. Best Comedian.....JACK BENNY
8. Best Dramatic Serial.....ONE MAN'S FAMILY
9. Best Light Classical.....FIRESTONE HOUR
10. Best Dance Band.....GUY LOMBARDO

★

9 out of the first 10 in the Motion Picture Daily and Motion Picture Herald Poll

1. Open Champion.....EDGAR BERGEN (Charlie McCarthy)
2. Film Stars on Air.....DON AMECHE
3. Dramatic Series.....ONE MAN'S FAMILY
4. Comedians.....JACK BENNY
5. Comediennes.....FANNIE BRICE
6. Comedy Teams.....FIBBER McGEE AND MOLLY
7. Popular Singers, Male.....BING CROSBY
8. Classical Singers, Male.....NELSON EDDY
9. Classical Singers, Female.....MARGARET SPEAKS
10. Popular Dance Orchestra.....GUY LOMBARDO

7 out of first 10 in Radio Daily Poll

1. Jell-O Program
2. Chase & Sanborn Program
3. Kraft Music Hall
4. Information, Please
5. Fred Allen Show
6. Bob Hope Program
7. Lux Radio Theatre
8. Ford Sun. Evening Hour
9. Kay Kyser's College
10. Good News of 1940

★

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

NBC RED NETWORK
MEMPHIS

Owned and Operated by
THE COMMERCIAL APPEAL

National Representative: The Branham Company

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Walker Remedy Co., Waterloo, Ia. (poultry remedies), 5 weekly *ta*, thru Weston-Barnett, Waterloo.
Penick & Ford, New York (My-T-Fine Desserts), 3 weekly *sa*, thru BBDO, N. Y.
Galveston-Houston Breweries, Houston (Southern Select Beer), *ta*, thru Ruthrauff & Ryan, Houston.
Dr. Salsbury's Labs., Charles City, Ia. (poultry remedies), *sa*, thru N. A. Winter Adv. Agency, Des Moines.
Sweets Co. of America, New York (Tootsie Rolls), *sa* and *ta*, thru Biow Co., N. Y.
Bayer-Semesan Co., Wilmington, Del. (seed inoculator), *sa*, thru Thompson-Koch Co., Cincinnati.
Standard Brands, New York (Fleischmann's Yeast), *ta* and *sa*, thru J. Walter Thompson Co., N. Y.
Brown & Williamson Tobacco Corp., Louisville (Big Ben Tobacco), 2 weekly *t*, thru Russell M. Seeds Co., Chicago.
Hylo Co., Houston (Hylo Washing Powder), 3 *sa* weekly, direct.
Golden Peacock, Chicago (Golden Peacock Bleach Cream), *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

WGAR, Cleveland

Swift & Co., Chicago (sausage), 3 *sa* weekly, thru J. Walter Thompson Co. Chicago.
Paragon Chemical Co., Youngstown (Crystaline), 3 *sa* weekly, thru National Classified Adv. Agency, Youngstown.
Justrite Co., Philadelphia (bird food), 4 *sa* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.
Hartung Aircraft Corp., Detroit (school), weekly *sp*, thru C. E. Rickerd Inc., Detroit.
Carter Coal Co., New York (coke), weekly *sp*, thru Ralph H. Jones Co., Cincinnati.
Bond Stores, Cleveland, 5 *sp* weekly, thru Neff-Rogow, N. Y.

KDKA, Pittsburgh

Kroger Grocery & Baking Co., Cincinnati, 5 *t* weekly, 5 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Thos. Leeming & Co., New York (cosmetics), 300 *sa*, thru Wm. Esty & Co., N. Y.
Chas. E. Hires Co., Philadelphia (root beer), 6 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Justrite Co., Philadelphia (bird seed), 6 *ta* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.

KARK, Little Rock

Skinner Mfg. Co., Omaha (Raisin-Bran, Macaroni), 18 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Peppard Seed Co., Kansas City (seed corn), 3 *sp* weekly, thru S. M. Brooks Adv. Agency, Little Rock.
American Beauty Macaroni Co., St. Louis, 2 *sa* weekly, thru R. J. Potts & Co., Kansas City.
Arkansas-Louisiana Gas Co., Little Rock (Ruud heaters), 12 *ta* weekly, direct.

KROW, Oakland, Calif.

Buffums Cheese, Oakland, Cal. (cheese), 3 *sp* weekly, direct.
Union Ice Company, San Francisco (refrigerators), 3 *t* weekly, direct.
J. M. Rich Paint & Varnish Co., Oakland, weekly *sp*, direct.

WICC, Bridgeport, Conn.

Chas. E. Hires Co., Philadelphia (root beer), 3 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
June Dairy Products, Newark (butter), 78 *sa*, thru A. W. Lewis, Newark.
Paton Corp., New York (Yuban coffee), 13 *sa*, thru Buchanan & Co., N. Y.
New England Confectionary, Boston (Sky Bar candy), 39 *sa* thru Badger & Browning, N. Y.
Peter Paul Inc., Naugatuck, Conn. (gum), 78 *ta*, thru Platt-Forbes, N. Y.

WOR, Newark

Armstrong Cork Co., Lancaster, Pa., 3 *t* weekly, renewal, thru BBDO, N. Y.
Look Magazine, New York, 3 *sp* weekly, thru Austin & Spector, N. Y.
Manufacturers Trust Co., New York (bank), weekly *sp*, renewal, thru McCann-Erickson, N. Y.
Armstrong Cork Co., Lancaster, Pa. (linoleum), 3 *t* weekly, thru BBDO, N. Y.

KYA, San Francisco

Retirement Life Payments Assn.; Los Angeles (old age pension plan), 6 *t* weekly, thru Cinema Adv. Agency, Hollywood.
Union Furniture Co., San Francisco (chain furniture stores) 6 *sp* weekly, thru Allied Adv. Agencies, San Francisco.
Kutler Bros., San Francisco (clothing), weekly *sp*, thru Long Adv. Service, San Francisco.

KFI, Los Angeles

Western Tablet & Stationery Co., St. Joseph, Mo., (stationery), 2 *ta* weekly, thru Potts-Turnbull Co., Kansas City.
Charles E. Hires Co., Philadelphia (root beer), 103 *ta*, thru O'Dea Sheldon & Canaday, N. Y.
Shell Oil Co., San Francisco (gasoline), 13 *sa*, thru J. Walter Thompson Co., San Francisco.

KYW, Philadelphia

Mentholatum Co., Wilmington, Del. (proprietary), *sa* series, thru Dillard Jacobs Agency, Atlanta.
Allis-Chalmers Mfg. Co., Milwaukee, *sa* series, thru Bert S. Gittins Adv., Milwaukee.

KOA, Denver

Studebaker Sales Corp., South Bend, Ind., 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WABC, New York

Bond Stores, New York (men's clothing), 6 *sp* weekly, thru Neff-Rogow, N. Y.

WPTF, Raleigh

Armour Fertilizer Works, Atlanta, *t* series, thru Gottschaldt-Humphrey, Atlanta.
William R. Warner Co., New York (Sloans), *sa* series, thru Warwick & Legler, N. Y.
Greyhound Lines, Cleveland, *t* series, thru J. Walter Thompson Co., N. Y.
Olson Rug Co., Chicago, 48 *t*, thru Presba, Fellers & Presba, Chicago.
Chattanooga Medicine Co., Chattanooga, daily *sa*, thru Nelson Chesman & Co., Chattanooga.
Botany Lanolin Products, New York (cosmetics), 3 *t* weekly, thru Alfred J. Silverstein Inc., N. Y.
Park & Tilford, New York (Tintex), *t* series, thru Charles M. Storm Co., N. Y.

WDAY, Fargo, N. D.

Interstate Nurseries, Hamburg, Ia., 6 *sp*, thru Buchanan-Thomas, Omaha.
Thomas J. Lipton, Hoboken (tea), 130 *sa*, thru Young & Rubicam, N. Y.
American Chicle Co., New York (gum), 50 *ta*, thru Badger & Browning, N. Y.
Household Magazine, Topeka, *sp* series, thru Presba, Fellers & Presba, Chicago.
Hilex Co., St. Paul (cleanser), 40 *sa*, thru McCord Co., Minneapolis.
Northrup King & Co., Minneapolis (seeds), 78 *sa*, thru Olmsted-Hewitt, Minneapolis.

KHJ, Los Angeles

John Morrell & Co., Ottumwa, Ia., (E-Z Cut Ham), 2 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Lindauer & Co., San Francisco (moth destroyer), 5 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.
Justrite Co., Philadelphia (bird seed), 3 *ta* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.
Ex-Lax Mfg. Co., Brooklyn (laxative),), 10 *ta* weekly, thru Joseph Katz Co., Baltimore.
Dryden & Palmer Inc., Long Island City (Gravy Master), 3 *sp* weekly, thru Samuel C. Croot Co., N. Y.

KGKO, Fort Worth-Dallas

General Mills, Minneapolis (Softasilk), 21 *ta*, thru Blackett-Sample-Hummert, Chicago.
Miller Cereal Mills, Omaha, 104 *sa*, thru Driver & Co., Omaha.
Lewis-Howe Co., St. Louis (Nature's Remedy), 104 *ta*, thru H. W. Kastor & Sons, Chicago.

WCAU, Philadelphia

James E. Moroney Wine Co., Philadelphia, 6 *sp* weekly, thru Benjamin Eshleman Co., Phila.
Land O'Lakes Creameries, Minneapolis, 2 *t* weekly, thru Campbell-Mithun, Minneapolis.

KGIR — KPFA — KRBM
More listeners for less money
Montana

WHO, Des Moines

E. I. DuPont de Nemours & Co., Wilmington, Del. (Cel-O-Glass), 2 *sa* weekly, thru BBDO, N. Y.
Murphy Products Co., Burlington, Wis (stock feed), 52 *sp*, thru Wade Adv. Agency, Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club), 156 *sp*, thru Ruthrauff & Ryan, N. Y.
Oliver Farm Equipment Co., Chicago, 39 *sp*, thru Buchen Co., Chicago.
Commander Larabee Milling Co., Minneapolis (flour), 54 *sa*, thru Mason Webster Inc., Minneapolis.
P. Lorillard Co., New York (cigarettes), 39 *sp*, thru Lennen & Mitchell, N. Y.
Condon Bros., Rockford, Ill. (seeds), 18 *t*, thru Cramer-Krasselt, Milwaukee.
Arkansas Pine Assn., Little Rock, 13 *t*, thru Robert H. Brooks Co., Little Rock.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 100 *ta*, thru Platt-Forbes, N. Y.

WEEI, Boston

Bello-Glo Co., Boston (cosmetics), *sa* and *sp* series, thru H. W. Kastor & Sons Adv. Co., Chicago.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Williamson Candy Co., Chicago (Oh Henry bars), 6 *sa* weekly, thru John H. Dunham Co., Chicago.
Coast Fishing Co., Wilmington, Cal. (Puss-in-Boots cat food), 3 *sa* weekly, thru Dan B. Miner Co., Los Angeles.
Lever Bros. Co., Cambridge (Spry), *sa* renewal, thru Ruthrauff & Ryan, N. Y.
Chase & Co., Sarasota, Fla. (celery), *sa* series, thru Glaser-Gottschaldt, Boston.

WOWO, Fort Wayne

Northwestern Yeast Co., Chicago, 39 *sp*, thru Hays MacFarland & Co., Chicago.
H. H. Butler Stores, New York (clothing), 78 *sp*, direct.
Chrysler Corp., Detroit, blanket contract, thru Ruthrauff & Ryan, Detroit.
D. L. Clark Co., Pittsburgh (chewing gum), 78 *ta*, thru Albert P. Hill Co., Pittsburgh.
Miles Labs., Elkhart, Ind. (Alka-Seltzer), 65 *sp*, thru Wade Adv. Agency, Chicago.
Park & Tilford, New York (Tintex), 52 *sp*, thru Charles M. Storm Co., N. Y.

WNEW, New York

Gordon Baking Co., Long Island City, N. Y. (Roman Meal Bread), 11 *sa* weekly, four weeks, thru Barton A. Stebbins, Los Angeles.
Charles Gulden, New York (mustard), 3 *sp* weekly, thru Chas. W. Hoyt Co., N. Y.
Kirkman & Sons, Brooklyn, N. Y. (soap), 6 *sp* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Sebastiani Wineries, New York, 3 *sp* weekly, 52 weeks, thru Carlo Vinti Adv., N. Y.
Marble & Stone Institute, New York (Statuettes), weekly *sa* and *sp*, 4 weeks, direct.

KGMB, Honolulu; KHBC, Hilo

Ludens Inc., Reading, Pa. (cough drops), 42 *sa*, thru J. M. Mathes Inc., N. Y.
Colgate-Palmolive-Peet, Jersey City (Cue, Palmolive soap, Supersuds), weekly *t*, 5 *t* weekly, 5 *t* weekly, thru Benton & Bowles, N. Y.

KMPC, Beverly Hills, Cal.

Vogel & Hathaway, Los Angeles (cosmetic mfg.), 6 *sp* weekly, thru Mayers Co., Los Angeles.
Eastern-Columbia Dept. Store, Los Angeles (West Coast chain), 5 *t* weekly, thru Stodel Adv. Co., Los Angeles.

WJZ, New York

Studebaker Corp., South Bend, Ind. (autos) 2 weekly *t*, thru Roche, Williams & Cunnyngham, Chicago.

Radio Advertisers

SINCE NBC announced in January that the NBC Breakfast Club program was available to Blue network stations for local sponsorship [BROADCASTING, Jan. 1], the following sponsors have signed for the program: McKesson & Robbins, Bridgeport, Conn., on WJZ, New York, KDKA, Pittsburgh and WBZ-WBZA Boston, Sat., 9:30-10 a. m.; Schneider Grocery Co., Cincinnati, on WSAI, Cincinnati, Tues., Wed., Thurs., 9-9:30 a. m.; BC Remedy Co. Durham, N. C., on WCFL Chicago, Mon., Thurs., Sat., 9-9:15 a. m.; Weis & Fisher, Rochester (furniture store), on WHAM, Rochester, Tues., Wed., Thurs., Fri., 9-9:15 a. m.

FYR-PRO Corp., New York, has started a novel series of quarter-hour five times weekly programs on WMCA, New York, to promote its fire extinguishers, sales for which are being handled by James Elliott, salesman-promoter. The programs, titled *James Elliott*, originate from the sales offices of Fyr-Pro where the company's salesmen gather each morning for a routine "pep" session with Mr. Elliott presiding. The company also sponsors Arthur Tracy on WOR, Newark, and daily five-minute programs on WEVD and WHN, New York. Programs are all under the direction of Angelo Palange, radio director of Campbell-Lampee, New York.

SWIFT & Co., Chicago, on March 2 started *Saturday Sunshine*, featuring Norman Ross, from 10:30 to 10:45 a. m. on WBBM, Chicago. This show is in addition to spot announcement schedule on 40 stations [BROADCASTING, March 1] which began Feb. 29.

RED & WHITE STORES, Los Angeles (chain grocery), new to radio, is sponsoring the twice-weekly quarter-hour commentary program, *Johnny Murray Presents*, on KFI, that city. Heintz, Pickering & Co., Los Angeles, has the account.

RELIANCE LUMBER Co., Tacoma Wash., is sponsoring a weekly half-hour question and answer program, *Reliance Lumber Quiz*, on KMO, that city, which originates from the stage of a local theatre. Jerry Geehan and Larry Huseby, station special events announcers, conduct the quiz program.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), through Lord & Thomas, that city, recently contracted for 260 five-minute participations, five times weekly in *Norma Young's Happy Homes* program on KHJ, Los Angeles. Firm is also using a similar number of weekly participations in *Bess Bye* on KFRC, San Francisco.

ELECTRICAL EQUIPMENT Co. on March 1 started daily *Mid-Morning News* broadcasts for one year on KTAR, Phoenix, and KVOA, Tucson, Ariz. The firm, a state-wide electrical appliance distributor, has offices in both cities. UP service and daily newspaper releases edited by the news staff is used on the programs.

CHARLES ECKART Co., Los Angeles (Firefly Lipstick), new to radio and placing direct, is using three spot announcements weekly on KMTR, Hollywood, and on KMPC, Beverly Hills, Cal. Firm in addition is using a scattered schedule on KFWB, Hollywood.

S. A. ALTER has been named advertising manager of Horlick's Malted Milk Corp., succeeding D. A. Ivins, resigned. Mr. Alter, for the last year manager of the Horlick's merchandising department, also will continue in that capacity.

Pederson to KFI-KECA

Mr. Pederson

E. D. PEDERSON, nationally known in radio and advertising, on March 1 became director of national sales of KFI-KECA, Los Angeles, the appointment being announced by Harrison Holliway, general manager. The position is newly-created. Pederson was for two years manager of KOL, Seattle. Prior to that he was for three years national sales manager of KNX, Hollywood. Before entering radio he was affiliated with Paul Block Associates, newspaper representatives, in Los Angeles.

Biggest Account?

BURT'S Inc., Cleveland department store, said to be the largest buyer of local radio time in the United States, added a half-hour daily to its radio schedule March 4 when it started sponsoring *Music of All Nations* on WCLE, Cleveland. The addition brings to a total of 13 hours the weekly radio presentations of the firm on WCLE—a two-hour amateur show, a one-hour daily popular music program and several nationality music programs. The store also has contracted for the time between double-header baseball broadcasts on WCLE this summer.

MISSION BELL WINES, Madera, Cal. on March 2 started two Saturday morning programs on WBBM, Chicago—*Norman Ross Revue*, heard from 10:45-11; *Words & Music*, featuring Jay Sims, 8:30 to 8:45. Beginning with the March 23 programs, the Norman Ross portion of the sponsorship will be expanded to 30-minutes, 10:30-11 a. m. Ralph Heineman Adv. Agency, Chicago, handles the account.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, a frequent user of live and transcribed announcements on California stations, on March 16 was to start a weekly half-hour historical series, *The American Challenge* on KFI, that city. Contract is for 13 weeks and is being written by Samuel B. Dickson, NBC San Francisco continuity writer. Glan Heisch, program manager of KFI, will produce. Agency is Emil Brisacher & Staff, Los Angeles.

MASSEY HARRIS Co., Toronto (farm implements), has started newscasts six times weekly on several Western Canada stations including CJCA, Edmonton and CKY, Winnipeg. Placements are made by local dealers.

LINDAUER & Co., San Francisco (Lindy's Treated Cedar), new to radio, in a four-week test campaign, on April 1 starts five participations weekly in the combined *Happy Homes, Mornina Call* and *Mirandy* programs on KHJ, Los Angeles. Agency is Heintz, Pickering & Co., Los Angeles.

KENNY FOOD PRODUCTS Co., Maywood, Cal. (packaged salads), out of radio for some time, is using five participations weekly in *Norma Young's Happy Homes* program on KHJ, Los Angeles, in a four-weeks test which started March 4. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

CHICAGO & NORTHWESTERN Railroad, Chicago, has renewed its six-times-weekly one-hour *Musical Clock* on WMAQ for 52 weeks effective March 25. This will be the fourth consecutive year this program has been under the same sponsorship.

SPOHN MEDICAL Co., Goshen, Ind. (Udder-Aid) is using quarter hours thrice-weekly, featuring *The Buckeroos*, on WHO, Des Moines, and early-morning news participations on WLS, Chicago, for an indefinite period. Critchfield & Co., Chicago, is the agency.

HECKER PRODUCTS Corp., New York, on April 15 will add WFBR, Baltimore, and WOL, Washington, to the list of 11 stations currently carrying the thrice-weekly quarter-hour transcribed series *Superman* for Force cereal. Erwin, Wasey & Co., New York, is agency.

VANTI PA-PI-A Corp., New York, on March 13 added WTOC, Savannah, to the list of stations carrying weekly spot announcements promoting the company's new melon drink. On WTOC, 40-word spots are used together with 150-word participations. Erwin, Wasey & Co., New York handles the account.

LYDIA E. PINKHAM Medicine Co., Lynn, Mass. (proprietary), during the week of March 11 started a 13-week test campaign of one-minute spot announcements, one to three times daily on 50 stations throughout the country. Erwin, Wasey & Co., New York, is agency.

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), using participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, for the past 39 weeks, on Feb. 26 renewed for 52 weeks. Hutchinson Adv. Co., Minneapolis, has the account.

GLOBE GRAIN & MILLING Co., Los Angeles (pancake & waffle flour), sponsoring the five-weekly quarter-hour transcribed program, *Mary Foster—the Editor's Daughter*, on KSFO, San Francisco, and KNX, Hollywood, for six months, on March 4 renewed for 13 weeks. Agency is Dan B. Miner Co., Los Angeles.

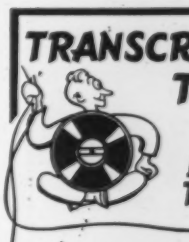
PALMER'S Ltd., Montreal (Minty's Toothpaste) started on March 13 a weekly half-hour quiz show on CBL, Toronto. Account was placed by Norris-Patterson Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont., and Saskatoon, Sask. (Quaker Flour), started on March 11 for one year the thrice weekly quarter hour *House of Peter MacGregor* and *Count of Monte Cristo* programs on CHNS, Halifax; CJCB, Sydney, N. S.; CFCY, Charlottetown, P.E.I.; CJGX, Yorkton, Sask.; CJRM, Regina, Sask.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CFGP, Grande Prairie, Alta.; CKBI, Prince Albert, Sask. Account was placed by Lord & Thomas of Canada Ltd., Toronto.

FRUIT WINE Co. of America, New York, on March 11 started a campaign on three New York stations for Lord Jean and Goldberg's Sacramental wines and plans to add more stations later this spring. Current radio is 48 spot announcements weekly on WEVD; 60 spots weekly on WMCA; five quarter-hours weekly, featuring the *Mystery Singer*, and one half-hour Jewish program Sundays on WHOM, Jersey City. Emil Mogul Co., New York, handles the account.

M. A. NEWMARK & Co., Los Angeles (canned foods), new to radio, on March 4 started an eight-week test campaign on KMPC, Beverly Hills, Cal., using five-minute participations, six times weekly in the *Consumer's Home Research* program, conducted by Mildred Van. Firm will use other Southern California radio and is now completing its list. General Adv. Agency, Los Angeles, has the account.

HUMBLE OIL & REFINING Co., Houston, has started a series of 70 spot announcements on KFRO, Longview, Tex. Agency is Franke, Wilkinson & Schiwetz Inc., Houston.



Open Letter to the Standard Library

JUST FIVE years ago April 1st you were born, dear, and your fathers and I think you're old enough to know about these things . . . At first, you were just a little seed. Or, as they used to say: "Seedy outfit isn't it?"

REMEMBER THOUGH, pet, you were the second transcription library to have ever been conceived. People thought your nucleus of 30 subscribing stations was amazing, and 16 new releases each month—why, that was bingo and pot of stuff!

BUT MIGHTY oaks from little acorns, you know, and today everyone admits you're mighty, mighty Oke. Imagine—a perfect 1800 basic chest with an expansion up to 100 selections a month! Through the subscribers you now measure 227, and growing so fast we can hardly keep you in talent!

THOUGHT YOU'D like to know that Robert MacLeod of KFYR, Bismarck, writes: "... *this is a personal view—your library is the finest in existence, and I've used them all during my six years in radio. The quality is plenty good enough: better than nine out of ten radios can reproduce; and the talent and variety is the finest I have ever seen*".

AS YOUR birthday bonus we're sending subscribers more of the ALVINO REY ORCHESTRA recordings they love to pieces. And now, Happy Birthday, dear —that you may have many returns of this day is the fervent wish of your fathers, your subscribers, and the finance company . . .

Are Your Transcriptions Up to Standard?

Standard Radio

CHICAGO • HOLLYWOOD

ANA Spring Meeting

ASSOCIATION of National Advertisers will hold its spring conference May 12 through May 15 at the Westchester Country Club, Rye, New York. The Association's annual meeting will be Oct. 23 through 26 at The Greenbrier, White Sulphur Springs, W. Va.

AGENCY executives and broadcasting directors in the New York area on March 14 were guests of the Hammond Instrument Co. at a special concert in the Hammond organ studios in New York, with music by Virginia Oman and Gladys Stevenson, of Ferde Grofe's New World Ensemble, on the Hammond electric organ and novachord. The concert was sponsored to acquaint the audience with the capacities of the two instruments.

ALL DIMENSIONS of radio—executive, program and regulatory—are represented in this group photographed in Dallas March 4. E. M. (Ted) Dealey (left) is the newly-elected president of A. H. Belo Corp., owners of WFAA and the *Dallas News*, having been elevated from the vice-presidency to succeed his father. The second smiling countenance is Vincent Lopez, band leader. At his right is J. M. Moroney, who has become vice-president and secretary of the Belo company, having been elevated from the secretary-treasurership. At extreme right is George B. Porter, assistant general counsel of the FCC, who was in Dallas in connection with revocation proceedings involving six Texas stations [see page 62].

1st place
NBC STATION
goes to WTCN
ST. PAUL MINNEAPOLIS

IN LISTENER'S VOTE on most popular Twin Cities radio personalities.

Also 3 out of the first 5 places

Third Place—WTCN's "WHOOPEE" JOHN Orchestra Leader

First Place—WTCN's GEORGE HIGGINS Sports Announcer

Fifth Place—WTCN's BENNETT ORFIELD News Commentator

ST. PAUL votes WTCN air personalities tops in popularity . . . a striking testimonial to the quality programs of this station . . . proof of a vast listening audience.

In a popularity contest just completed by the "St. Paul Shopper" to determine the outstanding personalities on Twin Cities radio stations, a member of the WTCN staff was voted most popular of all . . . and two members of its staff placed in the first five heading the list. Still another, WTCN's production manager, placed eighth.

Use WTCN . . . the Listener's Preference . . . in the Twin Cities Market.

Names of 34 well-known personalities on Twin Cities stations were on the voting ballot, and they represented all types of broadcasting. WTCN's top-ranking stars in the voting represented sports and news broadcasting and general entertainment.

The number of votes cast amounted to 4% of St. Paul's families . . . a representative cross-section of the city's radio listeners.

NBC network station . . . leader in broadcasting local events . . . air arena of Northwest sports . . . preferred by listeners . . . backed by the Northwest's greatest newspapers . . . WTCN is an A-1 advertising buy.

FREE & PETERS, INC.
Nat'l Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

WTCN is owned and operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune, with over 300,000 circulation, both daily and Sunday.

Australian Restrictions Hit Coast Disc Market

HOLLYWOOD transcription producers who in the past exported much of their product to Australia are feeling the effects of new restrictions imposed by that country. Under the new statute, which permits the import only of mother matrices, the effect spread to a prohibited intake of stampers, masters or pressings.

Catch in the law was disclosed when it was specified that Australian firms could import only one-sixth of the amount brought in last year. Since no matrices were brought into Australia in 1939, it leaves the import quota at nil. Another interpretation of the law is that Australian companies must spread their purchases in equal allotments in periods of one month each, if they are to be granted import licenses.

On Feb. 1 Australian transcription concerns asked Parliament to amend the law to read one-sixth of last year's transcriptions purchased, instead of one-sixth of last year's matrices, because there were none. Under the present setup, Hollywood-made transcriptions are not being sent to Australia until the law is amended. It is reported that New Zealand will also impose similar restrictions but this will not affect the Hollywood transcription business as no trade with that country has been conducted for the last 16 months because of money restrictions.

Martha Deane Time Shift

MARTHA DEANE, conductor of the popular human interest series of five times weekly programs heard on WOR, Newark, regularly for the last six years, on March 4 shifted the time for the program from 3-3:45 p. m. to 11:15 a. m.-12 noon. Present sponsors for her *Women's Hour* include: New York Telephone Co., Philadelphia Dairy Products Co., John Morrell & Co., A. P. W. Paper Co., Wesson Oil & Snowdrift Sales Co., Kirkman & Sons, R. B. Davis Sales Co., Yeckes-Eichenbaum, Lamont Corliss Co., G. Washington Coffee Refining Co., and Grocery Products Mfg. Corp. Late in March, it is understood that Miss Deane, under her own name of Mary Margaret McBride, will start a similar program on an NBC network.

WILLIAM J. LA ROCHE, formerly advertising manager of the National Institute of Nutrition, Los Angeles, has been appointed advertising and merchandising director of Kern Food Products, that city (jams, jellies & catchup). Lawrence Co., Los Angeles agency, was recently appointed to service the account.

TRANSCRIPTIONS

GOTTFRIED BAKING Co., New York, which on March 4 started the quarter-hour *Junior G-Men* series thrice-weekly on WHN, New York, for Golden Crust Bread, was the first sponsor to sign for the 78 new serial programs produced by Donald Peterson, and offered to stations and sponsors as a package deal. Programs were transcribed by Pete Frutchey. Roth Adv. Agency, New York, is the agency for Gottfried. Other stations using the program, under the sponsorship of local bakeries and food companies for the most part, include WCBS, Springfield, Ill.; KAST, Astoria, Ore.; WABI, Bangor; WBAX, Wilkes-Barre; WHBL, Sheboygan, Wis.; KVI, Tacoma; KFJM, Grand Forks, N. D.; KARK, Little Rock; WCHS, Charleston, W. Va.; KRMC, Jamestown, N. D.; WJEJ, Hagerstown, Md.; KQV, Pittsburgh; KGKO, Fort Worth; KXOK, St. Louis.

KASPER-GORDON, Boston, is offering two transcribed series of *Short, Short Programs* for exclusive use on one station in a city by bakeries and fur storage firms. Titled *Bread Time Stories* and *Short Short Fur Storages*, each series consists of a 30-second transcribed drama, allowing local copy tie-in of 30 seconds.

C. P. MACGREGOR, Hollywood transcription concern, has recorded 156 fairy tales, complete in each quarter hour episode. The series was adopted for radio by Dr. Kimball S. Sant, who also supervised production. Harry Bechtel is narrator.

WHAI, Greenfield, Mass., has subscribed to the complete World Transcription Service. The station broadcast an hour inaugural show March 3.

UNITED STATES RECORD Corp., has established West Coast headquarters at 1701 S. Grant Ave., Los Angeles, with Jack Lee as manager.

Charles L. Searcy

CHARLES L. SEARCY, 55, onetime vice-president of McJunkin Adv. Co., Chicago, and previous to that an account executive of H. W. Kastor & Sons, and a member of the *Chicago Tribune* staff, died Feb. 29. Mr. Searcy left the agency field in 1933. He is survived by his widow.

CAMPBELL SOUP Co., Camden, N. J., on March 31 will discontinue sponsorship of Orson Wells' *Mercury Theatre* on CBS Sunday nights. It is understood CBS may continue the series on a sustaining basis, but no confirmation could be obtained.

South Carolina's
ONLY
Regional
CBS
Station
WCSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

Agencies

CHARLES MILLER, formerly a partner in Hellwig-Miller Co., New York agency, is president of the newly-named agency, C. L. Miller Co., formed following the death of Edward Hellwig on Feb. 19. Offices at 9 E. 40th St. and all accounts remain the same.

RICHARD MARVIN, radio director of Wm. Esty & Co., New York, and Edward Plaut, president of Lehn & Fink Co., New York, on March 11 flew to the West Coast to look over the *Burns & Allen* program, which Lehn & Fink sponsors on CBS through the Esty agency.

ARTHUR LANDAU has changed the name of his Hollywood talent agency from Artists & Authors Corp. of America to the Arthur M. and Richard H. Landau Agency. Offices continue at 8555 Sunset Blvd.

SANFORD BARNETT, J. Walter Thompson Co., Hollywood producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., is the father of a girl born March 5.

WEISS & GELLER, New York, which recently opened offices at 538 Fifth Ave., has announced three additions to the New York staff: S. G. Alexander, formerly space buyer of H. M. Kiesewetter, New York, as media and radio director; T. L. Lalley, formerly of Campbell-Ewald Co., New York, as copy chief, and Mark Model, formerly of Lord & Thomas, as production manager.

CHARLES C. GREEN, formerly vice-president of Critchfield & Co., Chicago, has joined Buchanan & Co. as a director and vice-president. He succeeds George Enzinger, also a vice-president who has been promoted to head of the Chicago offices of Buchanan & Co.

KIRBY HAWKES, former radio director of Blackett-Sample-Hummert, Chicago, on March 15 joined Benton & Bowles, New York, as assistant director of daytime radio serials.

BROWN & THOMAS Adv. Corp., New York, on March 9 moved its offices from 370 Lexington Ave. to 10 Rockefeller Plaza, newest in the Rockefeller group of buildings. New telephone is Circle 6-7800.

RICHARD E. GOEBEL, formerly merchandising manager of *Sunset* Magazine, San Francisco, has joined the Seattle staff of Ruthrauff & Ryan as assistant to Francis Mullins, manager. At one time he was account executive of McCann-Erickson, servicing the Ford Motor Co. account in Oregon, and prior to that was space buyer of MacWilkins & Cole, Seattle.

McKEE & ALBRIGHT has established Hollywood production offices at 6253 Hollywood Blvd., with Herbert F. Korholz in charge as manager.

BRYCE R. MUIR, for the last 15 years advertising and general sales manager of Ford Motor Co. of Canada, has been appointed managing director of Benison Co., Toronto, Montreal and Vancouver advertising agency, succeeding Lionel J. W. Benison who died at Montreal last Dec. 4.

MORTIMER W. MEARS, formerly Los Angeles manager of Gerth-Knollin Adv. Agency, has established an advertising service under his own firm name at 1151 S. Broadway, that city.

TOM REVERE, New York radio director of Benton & Bowles, is in Hollywood to supervise revamping of the NBC *Good News of 1940*, sponsored by General Foods Corp. (Maxwell House Coffee).

E. M. GOODMAN, formerly of Commercial Broadcasting Service, Ltd., Toronto, has joined the staff of Radio Centre, Toronto.

Agency's Coast Plans

F. A. BEREND, for six years advertising manager of Pontiac Motor Division of General Motors Corp., Pontiac, Mich., has resigned to take charge of the new West Coast offices of MacManus, John & Adams, to be established in Los Angeles and San Francisco in early April. His appointment was announced by James R. Adams, executive vice-president of the Detroit advertising agency. West Coast headquarters will be in Los Angeles. The Harry Elliott organization, San Francisco, has been representing the agency on the Pacific Coast. W. J. Mougey, for several years manager of Pontiac's Chicago zone, will succeed Berend as Pontiac advertising manager.

GENE DUCKWALL, business manager of the Lord & Thomas Hollywood office, has taken on additional duties of radio time buyer for the agency's Southern California division. Harwin Mann of the Los Angeles office, continues as manager of the media department.

Illinois Bell Spots

ILLINOIS BELL Telephone Co., Chicago, on March 10 started a 13-week campaign of 100-word announcements and time, weather and temperature reports on all 27 radio stations in the territory covered by its services. Advertising promotes the classified sections of telephone books. N. W. Ayer & Son, Chicago, is agency.

FRANK O. BARDEN, since 1928 advertising and merchandising director of Ben E. Keith Co., Fort Worth fruit and vegetable marketers, has been named radio director of Hi Johnson Adv. Agency, Fort Worth. Starting in radio in 1929 at WGN, Chicago, he has been active in the field ever since through association with Swift & Co., and automobile manufacturers, and in production work at the 1939 New York World's Fair.

HILL BLACKETT, president of Blackett-Sample-Hummert, and his wife are vacationing in Mexico.

Lithuanian Program Agency

PAUL SALTIMIERAS, who for the last four years has conducted daily Lithuanian programs in the Chicago area, has announced the opening of Saltimieras Radio Advertisers, succeeding Lithuanian-American Radio Advertisers, with new offices at 6912 S. Western Ave., Chicago. In addition to daily one-hour programs and a weekly serial, *The Bartkus Family*, on WHIP, Hammond, Ind., which this company produces, Saltimieras conducts a *Lithuanian Independence Day* celebration, a *Radio Review* and a *Lithuanian Day Outing*. More than 30,000 attend these events annually.

Miss Bush Joins Agency

ADA LILLIAN BUSH, for the last five years chief of the Consumer Market Section of the Dept. of Commerce Bureau of Foreign & Domestic Commerce, resigned as of March 5 to become vice-president of R. J. A. McLaughlin & Associates, advertising agency in Washington, D. C. Miss Bush, who had been with the Department of Commerce since Herbert Hoover was Secretary, is widely known as a business consultant on merchandising problems. She has made important studies in marketing research and is author of many publications in that field.

SALESOLOGICALLY CORRECT

20 small markets

always tuned to

KFYR

for news, markets, top chain programs means

1 BIG MARKET

for your sales story

LET US SELL IT FOR YOU

550 Kilocycles
NBC - Red or Blue

KFYR

5000 Watts Days
1000 Watts Nights

MEYER BROADCASTING COMPANY
Bismarck, North Dakota
JOHN BLAIR & CO., National Representatives

FTC Stipulations

STIPULATIONS have been accepted by the Federal Trade Commission from General Electric Co., Schenectady, N. Y., and Manhattan Soap Co., New York, to discontinue certain alleged misrepresentations in the sale of GE radios and Sweetheart toilet soap, respectively.

MITCHELL J. HAMILBURG Agency, Hollywood talent service, has secured exclusive rights for radio, film and merchandising tie-ups to the series of comic cartoons created and distributed by Fox Feature Syndicate, New York. They include *The Blue Beetle*, *Rex Dexter of Mars* and *Yarko the Great*.

OKLAHOMA NETWORK and KTOK, Oklahoma City, its key station, have appointed Arthur Hagg & Associates its national representative.

FCC Recesses Revocation Hearings Of Texas Stations to Perfect Its Case

AFTER COMPLETING testimony in only one of six cases involving Texas stations cited for revocation of license because of purported hidden ownership, the FCC March 7 recessed the proceedings in Dallas until March 14. It was indicated the recess was prompted by desire of the FCC staff handling the hearings to make further preparation.

In Austin March 5 and 6 testimony was taken in proceedings against KTBC, 1,000-watt regional, particularly in connection with the purported undisclosed interest of J. G. Ulmer, Tyler, Tex. broadcaster-minister, who proposed to sell the station for $50,000 to interests headed by J. M. West, millionaire Houston industrialist and owner of the *Dallas Dispatch-Journal* and *Austin Tribune*.

On March 7 hearings were begun on revocation proceedings against KNET, Palestine, but were deferred until March 14 by Commissioner George H. Payne, presiding. The final hearing, involving KGKB, Tyler, scheduled for Dallas March 14, was deferred until March 18, moving up all intervening hearings acordingly. Other stations cited because of alleged undisclosed interests of Mr. Ulmer and Roy G. Terry, chief owner of KOCA, Kilgore, are KRBA, Lufkin; KSAM, Huntsville, and KAND, Corsicana.

Purchase Option

A. W. Walker Jr., professor of law at Texas U and one of a partnership of three who obtained the KTBC license, traced steps leading to the granting of the license from an initial conference in 1935 to approval in 1937. Following the approval, Texas A & M College applied for fulltime for WTAW, with which KTBC shares, but the application was denied and KTBC went on the air in July last year.

Mr. Walker explained he understood Mr. Ulmer would manage the station. A contract was culminated last April, he said, under which Mr. Ulmer had an option to buy the interest of Mr. Walker, R. B. Anderson, former State tax commissioner, and R. A. Stuart, of Fort Worth, former State senator, for $6,000 at the end of six months. These three then would obtain a secondary option of buying the properties constructed by Mr. Ulmer for $20,000.

It was developed that a balance sheet filed in connection with the proposed transfer application under which Mr. West would acquire the station, showed a net worth of $27,081. Mr. Walker said Mr. Ulmer had contracted to sell the corporation's capital stock to Mr. West for $50,000, of which the three partners were to retain $6,000 with $44,000 going to Mr. Ulmer.

Correspondence between the partners and Ulmer and other parties was introduced by George Porter, FCC assistant general counsel. A letter from James H. Hanley, former radio commissioner and counsel for the KTBC partners, advised Mr. Ulmer he doubted the FCC would approve the WTAW application for fulltime "even though Elliott Roosevelt does recommend it". At the time the younger Roosevelt, president of Texas State Network, was a member of the board of directors of the college.

Mr. West testified that before the station went on the air he had inquired of the possibility of buying it, and after negotiations and conferences he and Ulmer had agreed on a price. He said Mr. Ulmer advised him that three others were interested and that he held the contract to purchase their interests for $6,000.

"He said the license was obtained in their names, as I recollect it," the wealthy Texan testified. He added that Ulmer had "left the impression he had put up all the money in building the station."

When FCC Counsel Porter asked if Ulmer had explained why the others were to be paid $6,000, Mr. West replied he had not "except for getting the permit as I understand it".

Mr. Hanley, in rebuttal testimony for KTBC, March 6, brought the hearings to a sudden close as he presented no witnesses. He directed primary attention to prior testimony in an effort to overcome charges that Ulmer's interest had been concealed. He pointed out that Mr. Stuart had testified at the hearing in Washington on the application that Ulmer had been a consultant of the partners in preparing the application and technical data to support it. Testimony along the same line was given by the third partner, Mr. Anderson, he added.

AGENCY *Appointments*

FLAMINGO SALES Corp., Los Angeles (nail polish), to Milton Weinberg Adv. Co., that city, effective April 1. Plans extensive radio campaign, including spot announcements in the 13 Western States, starting in early April.

JOSEPH MIDDLEBY Inc., Boston (Midco Freeze), to Ingalls-Miniter Co., Boston.

CHICAGO TECHNICAL COLLEGE, Chicago, to Buchanan & Co., Chicago.

HEMPHILL DIESEL SCHOOLS, Chicago, to Buchanan & Co., Chicago, for Midwest division.

WHITTEMORE BROS. Corp., Cambridge, Mass. (shoe polish), to Badger & Browning, Boston.

DENTUR-EZE Co., Seattle (Dentur-Eze), to Erwin, Wasey & Co., San Francisco, planning use of radio.

SCOTT HOTEL Co., Dallas, to Harry Atkinson Inc., Chicago. Plans to use radio.

VIDGER BROS., New York (furs), to Alfred Rooney & Co., New York. Radio planned in late spring.

CONNECTICUT ICE MFRS. ASSN., Hartford, to F. W. Prelle Co., Hartford. Radio to be used, beginning March 18.

AXTON-FISHER TOBACCO Co., Louisville, to Weiss & Geller, New York and Chicago, for Spud cigarettes. Agency also handles the company's Twenty Grand cigarettes, for which extensive radio is used.

Railroad to Use Spots

MISSOURI-PACIFIC Railroad has selected St. Louis, Omaha and Kansas City for spot announcements promoting its first streamliner, *The Eagle*, whose run is St. Louis to Kansas City. Stations had not been selected as BROADCASTING went to press. D'Arcy Adv. Co., St. Louis, is the agency.

5000 WATTS DAY
1000 WATTS NIGHT
GREENSBORO, N. C.

WBIG

Big is the word for the market served by WBIG of Greensboro, N. C. At the 50 mile radius this prosperous area has more people (915,360) more payroll ($124,900,000) more agricultural income ($75,300,000) than any area of equal size in all the southeast. The Greensboro market at 50 miles tops even Atlanta and Richmond.

Send for the full story of the South's Number 1 Spot Market, just off the press.

National Representatives
GEORGE P. HOLLINGBERY & COMPANY
New York Chicago Detroit
Atlanta San Francisco

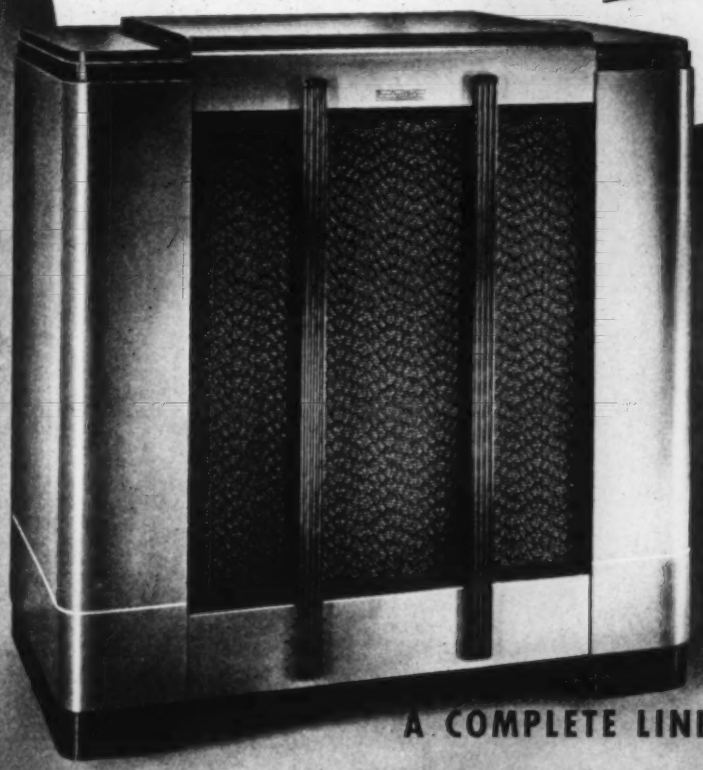
WFBL
SYRACUSE
Write for Your Copy of
"Special Report to Advertisers"
Just out—a report on the new users of WFBL for 1940, plus advertising agency comments on WFBL's merchandising helps to advertisers. A valuable data book that should be in your files . . . giving complete facts and information on the commanding station in the rich Central New York area. Write—
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Memo to Broadcast Engineers—

The Exceptional WIDE RANGE of this New Stromberg-Carlson Speaker Makes it

★ **ESSENTIAL for FM MONITORING**

★ **UNEQUALLED for AM MONITORING**



MODEL NO. 35
MONITOR SPEAKER

PATENTED LABYRINTH AND DUAL COAXIAL CARPINCHOE SPEAKER SYSTEM BRING YOU THE UTMOST OF FM'S INCREASED FIDELITY

This new Stromberg-Carlson Speaker has an audio range to meet *every* monitoring need. It gives new perfection to AM broadcasts. It brings you the utmost of the extra fidelity of FM broadcasts . . . thanks to the patented Labyrinth that assures bass notes ordinarily lost, and to the Dual Coaxial Carpinchoe Speaker System that delivers more accurate treble tones than ever before heard from radio. Housed in a beautiful modern cabinet finished in metallic Beige lacquer with black trim. Mail coupon for complete details. Net price to broadcasting stations $83.70 f.o.b. Rochester, N.Y.

Ready Now—

A COMPLETE LINE OF FREQUENCY MODULATION RADIOS

No. 455-PL

No. 480-M

No. 435-M

No. 455-M

No. 425-H

All Stromberg-Carlson FM equipment is licensed under Armstrong Wide-Swing Frequency Modulation patents

THE LABYRINTH in this Stromberg-Carlson Speaker in effect multiplies the baffle area available for the long tube of the Labyrinth properly loads the speaker for most effective operation at high volumes.

Two speakers are used in the Coaxial System, both operating on the same axis. This makes possible the reproduction of high and low tones in proper balance.

Yes, Stromberg-Carlson is ready *now* with a complete line of staticless radios that offer FM, Standard and Short Wave Bands. There is the No. 480-M, equipped with Labyrinth and Dual Coaxial Carpinchoe Speaker System. There is the popularly priced No. 455-M Console and the No. 455-PL Automatic Radio-Phonograph. There is the No. 435-M value-leader Console. All of these are equipped with Labyrinth and Carpinchoe Speaker. In addition, there is the No. 425-H Frequency Modulation Band-(only) Table Radio, which may also be plugged into the phonograph jack of a larger console to give FM broadcasts through the larger set's speaker system.

THERE IS NOTHING FINER THAN A

Stromberg-Carlson

STROMBERG-CARLSON TELEPHONE MFG. CO.
263 Carlson Road, Rochester, N. Y.
Send full details of Model No. 35 Stromberg-Carlson Monitor Speaker.

Name.....

Street.....

City.....State.....

Equipment

COLLINS RADIO Co., Cedar Rapids, Ia., has announced the sale of the following installations: Collins Type 26C volume limiting amplifiers to WDWS, Champaign, Ill.; KVGB, Great Bend, Kan., KWAT Watertown, S. D.; WTEL, Philadelphia; KMPC, Beverly Hills, Cal.; WHMA, Anniston, Ala.; WKZO Kalamazoo, Mich.; KGKY Scottsbluff, Neb. Collins 12Z battery remotes, to WTAQ, Green Bay, Wis., KFJB, Marshalltown, Ia.; KFBI, Wichita; KOIL, Omaha. Collins 300FA 250-watt transmitters to WOLF, Syracuse, N. Y.; WJHO, Opelika, Ala.

THE OLD 10 kw. transmitter of WJSV, Washington, which has been replaced by a 50 kw. WE transmitter, has been sold by CBS to the International Broadcasting Corp., London, which handles commercial and other operations of numerous continental stations. The price was reported to be $6,000.

A COLLINS transmitter, Lingo tower and RCA console are being installed by the new WOLF, Syracuse, N. Y., 100 watts on 1500 kc., which will start operating some time in April, according to T. S. Marshall, who will be manager and commercial manager. Lawrence Reilly has been appointed chief engineer. The transmitter is located one mile South of the central intersection of Syracuse.

VIDEO & SOUND ENTERPRISES, Omaha, has announced opening of offices in Kansas City, tentatively located in the Drake Hotel, according to Franklin O. Pease, manager.

KSL, Salt Lake City, early in March started construction of its new 455-foot Blaw-Knox vertical radiator expected to be completed about April 1.

RETURNING by plane to Miami from the Second Inter-American Radio Conference, in Santiago, Chile, E. K. Cohan, CBS vice-president in charge of technical operations, is interviewed at the Pan American Airways terminal by Leslie Harris, of WQAM, Miami, on the Whittemore shoe polish *International Host* feature. This is the second season of the programs, consisting of interviews with plane arrivals from foreign countries. Technician in background is Jim Bronson.

WSYR, Syracuse, has purchased an RCA 1-G, 1,000-watt transmitter and has entered a contingent contract for a 5,000-watt transmitter pending issuance of an FCC construction permit to increase its power from 1,000 watts to 5,000 watt, pursuant to new rules. WHBQ, Memphis, and KLUF, Galveston, Tex., have purchased 250-K RCA transmitters.

VICTOR J. ANDREW, Chicago, has announced release of a new Type 798 phase monitor, specially adapted to three-element directional antenna phasing network maintenance and adjustment.

★

Congratulations to

W M A L

Washington, D. C.

for again winning the General Electric Co. award for maintaining the most nearly perfect operating record in 1939 . . . . .

Only 1 min. 2½ sec. lost out of 406,600 minutes on the air!

★

We take pride in the remarkable record made by the WMAL engineers, inasmuch as

3 out of the 4

WMAL transmitter engineers are C. R. E. I. graduates

Engineers and technicians now employed in more than 300 broadcasting stations are modernizing their knowledge of practical radio engineering with C. R. E. I.

Our interesting story is available in booklet form — sent on request

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-3

3224 Sixteenth St., N. W. Washington, D. C.

Thrown by Gull

THE KSFO, San Francisco, transmitter was thrown off the air Feb. 28 when a seagull, seeking rest from buffeting headwinds on a high tension power line, roasted to a delicate turn, and fell on the telephone wire beneath. Chief Engineer R. V. Howard reports that no commercial air time was lost by the station, because the standby power plant was immediately thrown into operation.

AFRA and Disc Firms Hold Code Conferences

CONFERENCES between executives of the American Federation of Radio Artists and a number of transcription manufacturers have been held during the past two weeks, according to Mrs. Emily Holt, executive secretary of the union, who said these preliminary meetings had been arranged in order that AFRA might get the views of the employers of talent regarding the proposed transcription code.

Stating that AFRA has found these employers pleased with the care the union is taking in approaching them before its code is finally written instead of postponing discussions until afterwards, Mrs. Holt said the transcription committee is beginning a revision of its first draft of the code, with full consideration being given to the suggestions of both the record manufacturers and the AFRA locals in preparing the agreement which, after it is approved by the union's membership, will be submitted to the recording companies.

INVOLVING an expenditure of $25,000, WSPD, Toledo, has acquired land adjoining its present transmitter site to provide for expansion necessary in connection with its authorized increased night power of 5,000 watts. Fort Industry Co., licensee, purchased 9½ acres, on which construction immediately will begin of two additional 214-foot towers, matching the present radiator. The three towers will constitute a three-element directional to be used at night to protect other stations on 1340 kc.

FM Versatility

DON STANLEY, formerly of WIBA, Madison, Wis., has been hired by the *Milwaukee Journal* as one-man staff—announcer, program arranger and general factotum—of its new FM station, W9XAO, recently granted full experimental license by the FCC. From new studios on the 22d floor of the Wisconsin Tower Stanley will handle a program service consisting principally of music on a regular daily schedule. Although at the moment there are only a dozen-odd FM receivers in the whole Milwaukee area, most of them in the hands of *Journal* and WTMJ executives, a regular program service will be developed in anticipation of an increasing number of listeners among the general public.

STORM PUTS WABC OFF AIR 6½ HOURS

WABC, New York, suffered more than the other New York stations on March 4 when a freak ice storm wreaked havoc, especially with electric facilities, in New York City and vicinity and forced the station off the air for 6½ hours because of power failure at the transmitter. WABC was off the air at three times during the day, 7:01-8:42 a. m., 9:31-1:52 p. m., and 2-2:33 p. m., with the losses in unfulfilled contracts with sponsors estimated by CBS executives between $5,000 and $7,000. The power failure at the transmitter in Wayne, N. J., was attributed to the ice which caused the Jersey Central Power Co. lines to snap.

The only other metropolitan station affected by the storm was WINS, which was silent for nine minutes beginning at 10:30 a. m. when its transmitter at Carlstadt, N. J., went dead. A 40-foot shortwave aerial mast on the roof of 1450 Broadway where WOR, Newark, has its studios broke in two at 11 a. m., but was pulled back on the roof and did no damage.

NBC, MBS and other metropolitan stations broadcast bulletins explaining WABC's enforced silence, and at Mayor F. H. LaGuardia's request broadcast bulletins at intervals warning motorists off the roads, asking persons to report all fires by telephone as fire alarm boxes were not operating, and announcing the closing of many of the city's schools.

WLS Hit by Lightning

A BOLT of lightning which struck the WLS transmitter at Tinley Park, Ill., and damaged the coils, condensers and tuning house equipment, put the station off the air for almost an hour on March 2. A switch on the emergency antenna put the 50,000-watt station back on the air with 5,000 watts of power until the main antenna could be repaired.

Patents Freezing Unit

PAUL BRADEN, chief engineer of WING, Dayton, O., recently was granted a patent covering an application of mechanical refrigeration to radio transmitters, using a refrigeration unit to remove the heat from a transmitter cabinet in place of the usual forced air or water cooling systems. Use of the refrigeration system permits complete enclosure of transmitters, eliminating dust and atmospheric bothers, it is claimed. Original work on the patent application was done in 1933. Mr. Braden stated that according to his patent attorney some present transmitter installations may violate his patent, specifically new stations in which transmitter units are built in a room and then air conditioned.

APPLICATION for a shift in frequency from 1500 to 1330 kc., conditional upon the Havana Treaty reallocations when 1330 assignments go to 1360 kc., has been filed with the FCC by WKAT, Miami Beach, Fla. It also asks for 1,000 watts full-time and approval of a new transmitter site.

THE Yankee Network-owned stations, WNAC and WAAB, Boston, WEAN, Providence, and WICC Bridgeport, Conn. are now among the New England group of broadcast stations in the Associated Broadcast Technicians unit of IBEW (AFL).

in the CONTROL ROOM

DONALD McBAIN, CBS Hollywood engineer, has taken on the added responsibility of relief co-pilot twice weekly with the Wilmington-Catalina Airlines. McBain recently completed requirements for his commercial license, and handles his new job on days off from CBS.

TED DENTON, CBS Hollywood engineer, is the father of a girl born March 8.

GEORGE PATTERSON, formerly chief engineer of KASA, Elk City, Okla., has joined the engineering staff of KFDA, Amarillo, Tex., replacing Ralph Cannon, former chief engineer, who resigned. Howard Blaker has been promoted to chief engineer of the station.

AL DORAN, engineer of WWJ, Detroit, is the father of a girl born recently.

ARTHUR W. HOLMES, of the engineering department of Canadian Broadcasting Corp, has returned after two months in England. He accompanied Bob Bowman and the first contingent of Canadian fighting forces, handling the engineering and recording of all CBC broadcasts on board ship and in England.

ART BREARLEY, J. C. Riekenberg and Jimmy La Shaum, formerly on the engineering staff of the old KEHE, Los Angeles, have joined KFI-KECA, that city, in a similar capacity. Norman Leonard, formerly of KMPC, Beverly Hills, Cal., has also joined the technical division of KFI-KECA.

LAWRENCE DUTTON, engineer, and Ed Davis, baritone, of NBC, Chicago, won fourth place in the Chicago city bowling tournament with a score of 1283.

BILL DAVIS, transmitter engineer of WTAR, Norfolk, Va., has returned to work after three months' sick leave.

LOUIS PADBERG, for the last five years radio supervisor in the St. Louis police department, has joined the engineering department of WWL, New Orleans, specializing in shortwave operations.

BILL CARTER, chief engineer of CKLW, Windsor-Detroit, participated in a photographic exhibit in Windsor early this month. Photography is his hobby.

GARO RAY, chief engineer of WICC, Bridgeport, Conn, is recovering from an infected eye resulting from injury by a flying piece of wood.

GLENN R. GLASSCOCK, KOA, Denver, engineer, is the father of a 7½-pound boy born late in February.

RAY HARLOW, engineer of WWSW, Pittsburgh, is the father of a girl born recently.

PAUL KRANTZ has been added to the engineering staff of WIBG, Glenside, Pa.

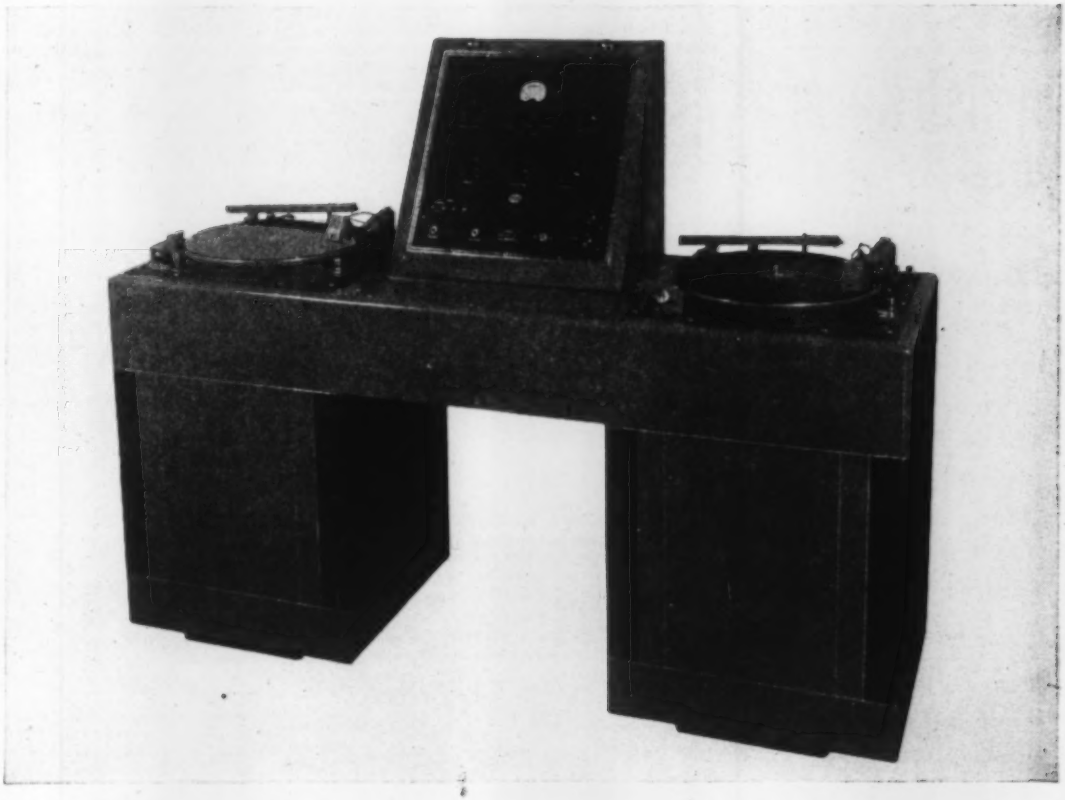
Named Award Judge

R. HENRY NORWEB, recently appointed U. S. Ambassador to Peru, has been named one of the five judges for the 1939 William S. Paley Amateur Radio Award to fill the position left vacant by the recent death of A. E. Kennelly, Harvard professor emeritus. Serving with Mr. Norweb on the board of awards are: Norman H. Davis, American Red Cross chairman; Dr. J. H. Dellinger, radio section chief of the U. S. Bureau of Standards; Lieut. Commander Charles P. Edwards, air services chief, transport dept., Ottawa, and Rear Admiral Russell R. Waesche, U. S. Coast Guard commandant.

PRESTO offers a new

Dual Turntable Transcription Recorder

. . . complete in a single unit



This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17¼" master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.

Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift-lever changes instantly from 78 to 33⅓ R.P.M.
- Tables are equipped with the Presto 1-C high fidelity cutting head which records uniformly a range from 50 to 8,000 cycles and completely modulates the groove at a pitch of 112 lines per inch.
- A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
- A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33⅓ R.P.M.
- Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33⅓ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
- The complete equipment mounts in a wood table (Length, 67"—Depth, 21"—Height, 49") attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32".

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.

Beulah Karney

director of the KMBC Happy Kitchen

is *One* of *Ten* members of the Home Economics in Business group of the National Home Economics Association . . .

. . . in Radio
. . . in the entire United States

That gal knows her groceries—and national advertisers are hep...they bought 266 quarter-hour participations in 1939, including a wide variety of products ——ScotTowels, Pond's Danya, Maytag Washers, Kellogg's All-Bran, Knox Gelatine, Calavos, Maca Yeast, Swift's Allsweet Margarine,and many others!

★

Call Free & Peters for some swell availabilities, coming up soon!

KMBC
OF KANSAS CITY
Winner 1939
VARIETY PLAQUE
Program Originating Station

Purely PROGRAMS

EXPERIMENTING in musical appreciation, Bob Shield has started *Pictures in the Air*, quarter-hour transcribed light and semi-classic music program, on KDKA, Pittsburgh. Listeners are asked to write in their emotional reaction to a specified selection, telling what mental pictures and impressions the selection creates in their minds. Prizes are awarded the writer of best letters. The feature is slanted to the 'teen age group, and is being publicized in the city schools, with permission of Dr. Ben Graham, superintendent of schools.

* * *

Guest of the Week

A 100% AUDIENCE response is the record set by the *Guest of the Week* on KOB, Albuquerque, N. M. This program, based on the *Pot O' Gold* idea, is sponsored by the Court Cafe. A name is chosen each week from the city directory and this person receives a free dinner for two, a corsage for his lady . . . or a boutonniere for her boyfriend, tickets to a local theatre and a taxi for the evening. The name of the "Guest of the Week" is called on the air and the lucky winner is asked to call the station if listening, but this phone call is not a requisite to receive the prize. The series has been aired six weeks and every week the recipient has telephoned the station while the program was still on the air.

* * *

For California Farmers

KSFO, San Francisco, recently inaugurated *Farm Journal*, first daily offering of a San Francisco station pointed directly at the rural population and broadcast at a time when the farmer starts his day. It is conducted by John W. Chapel, Monday through Friday, 5:30-6:30 a. m. The program incorporates information on farm and agricultural legislation, market reports, crop reports, frost warnings, temperature reports, weather reports and entertainment features. A question and answer portion deals with farmers' problems ranging all the way from pest control methods to household hints and recipes.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

BRIGHT SPOT

How's business? Very good in Connecticut! Very good on WDRC! Here's the market and the medium for a test campaign or a successful promotion. Write for availabilities now.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Duke's Fluke

WALLACE WEST of NBC's publicity staff wrote a radio drama, "The Laughing Duke," and sold it to the network's script division. That was on Thursday, Feb. 29. On Friday, March 1, the production department cast and rehearsed it, and on March 2 it was broadcast as the Radio Guild program on the Blue Network. Assignment to publicize the program and its rapid progress from sale to broadcast was handed to Wallace West.

Bigelows Has It

MAKING a play for clientele from contiguous areas for its sponsors, WJTN, Jamestown, N. Y., carries this theme for the largest local department store: "If you can't find what you want in your home town, come to Bigelows." WJTN also is cooperating with the retail merchants division of the local Chamber of Commerce in carrying a sustainer titled *Around the Town*, designed to induce out-of-town people to come to Jamestown to shop. Featured are descriptions of items and prices available in local stores, which are simply identified as "downtown stores" and not named. Also carried is a "bulletin board" of events occurring locally which might attract people to town.

* * *

Curbstone Motoring

UNUSUAL motoring safety drive is conducted on *Curbstone Court*, heard Mondays through Fridays on KFXM, San Bernardino, Cal. As Curbstone Court Reporter, Announcer Hugh Mosher steps up to cars hailed to the curb at random by a motorcycle cop on special assignment, gets the driver's name and address and business, and then another policeman poses a couple of safety questions to the motorist. Answers, right or wrong, bring the driver a theatre ticket.

* * *

Number Racket

SOMETHING new in the way of all-request programs has been started on WKBN, Youngstown, on the half-hour early morning transcribed music session, *Early Bird*. Will Douglas, m.c., invites listeners to make their requests by number rather than name. When numbers are phoned in, the record with the corresponding number is taken from the files and played blind. Result is a variety program covering everything from hillbilly to classical selections, without regard to conscious planning.

* * *

Winnowed for Platters

WINNOWING the week's news to get the most interesting items from special events, speeches and interviews, WDAY, Fargo, N. D., on Saturday nights presents its *Sound Camera of the Air*. The program is a two-voice quarter-hour, with quotations of actual voices in the news included via transcriptions. The show emphasizes local angles.

WITH an ear to the ground Don Searle (right), general manager of KOIL, Omaha, and Morris E. Jacobs, vice-president of Bozell & Jacobs, Omaha agency, board a plane for Hollywood to make final arrangements for Gracie Allen's "Surprise Pary" political convention in Omaha, May 15-18. The convention, a leading part of Omaha's annual Golden Spike Days celebration, is scheduled to have delegates from all 48 States plus another from Gracie's own "State of Confusion", with nominating speeches, torchlight parade and all the trimmings—to push her presidential nomination. Burns & Allen will attend in person, participating in the big "Old West" celebration, and will make their regular Wednesday night Hinds broadcast direct from the Omaha convention hall.

* * *

Excerpts from Magazines

RICHARD BROOKS, commentator for WNEW, New York, is presenting a weekly *Excerpts and Postscripts* program of condensed versions of writings from the best American magazines. Mr. Brooks has obtained exclusive radio rights to condense and comment on features and articles from such magazines as *Esquire*, *Collier's*, *Liberty*, *Life*, *Fortune*, *Newsweek*, *Time* and *American Mercury*.

* * *

Exercises for the Elderly

CATERING to the elder local population, WTSP, St. Petersburg, Fla., has started a quarter-hour early morning feature, *Physical Culture at 50*, presenting setting up exercises for persons past their fifth decade.

NEW POWER *Same* RATES

5000 WATTS DAYS

WBNX NEW YORK

1000 WATTS NIGHTS

The Station that Speaks Your Language

Shortcut to Jitters

SCIENTIFIC aids to worry are provided by WSM, Nashville, for listeners who feel they are getting too much out of life. Titled *The Worry Hour*, the program endeavors to guide those who worry in a haphazard, unregulated way. As counsellor of anxiety, Phineas Fret supplements his aired suggestions with a booklet on the care and feeding of worries, including a list of the better worries along with average worrying time.

* * *

Nebraska News

NEWS of Nebraska and its citizens is provided on the *Nebraska in the News* series started March 12 on KGNF, North Platte. Using UP bulletins and the station's own local news gathering facilities, the program is part of a two-hour noon period serving dining audiences.

* * *

Horse News

HORSES and horsemanship, along with other news of interest to the equestrian, are given weekly during the quarter-hour *Horseman's Forum* on KMTR, Hollywood. Snowy Baker who conducts the program also interviews noted horsemen and gives free announcements of polo matches and horse shows.

* *

Wandering Boy

PROBLEMS dealing with juvenile crime and how it is handled in different states form the basis of NBC's series of weekly quarter-hour programs *Youth in the Toils*, presented in cooperation with the American Law Institute as a public service series.

FLASH!

10,000 Busy Signals Reported in Albany on Standard Furniture Company Broadcast! Client Renews Contract.

Exceptional?
No, not at all—

THE RADIO TELEPHONE GAME ALWAYS CLICKS!

As Usual,
Because It's Unusual,
It's Produced By

Harry S. Goodman
10 EAST 53rd STREET at Madison Avenue NEW YORK CITY

CAUGHT BY ORGAN

Church Service Gets Lively Music From WFMJ

ENGINEERS of WFMJ, Youngstown, O., recently were called upon to eliminate the disquieting reception of WFMJ swing music on a local church organ. One Sunday the pastor had just begun his sermon when popular piano music started up somewhere in the church. He motioned his son to shut off the "radio"—but it wasn't on. He made a fresh start, and the organist grinned at a second outburst of popular music. The organ was shut off when its reception was tracked down.

A few strains of a popular ditty were heard a third time near the close of the service when the organ was switched on for the amen. The choir finally took its cue from a pitch pipe. WFMJ explained that if a radio station is in the immediate vicinity of an electric organ, it may strike contact resistance in the amplifier, causing "external crosstalk", a phenomenon also experienced by the users of the church's audiophone aids for the hard of hearing.

Ice and Gags

PLACED cooperatively by National Ice Advertising and the local ice dealer, *Time Out With Allen Prescott* on KHSL, Chico, Cal., employs an RCA-NBC transcription incorporating gag buildup to a middle commercial, using a novelty orchestra and comedian, with local commercial anouncements. The thrice-weekly quarter-hour has entirely satisfied the sponsor, who has told the station it was his first program that ever brought local inquiries in numbers.

* * *

Anglers' Forum

GOLDEN GLOW BEER Co., San Francisco, recently launched *The Fishfinder* on KROW, Oakland. Al Accardi, editor of *Sportsman's Review*, is the commentator. The program is essentially a talking bulletin board advising anglers where the fish are running and biting.

* * *

Roads and Sports

AS A SERVICE to Southern California visitors, KMPC, Beverly Hills, Cal., has started a weekly quarter-hour program, *California Calling*, with cooperation of the Southern California Auto Club. Commentators Bill Baxter and Henry Berrey present a special "trip of the week".

Lone Star Bards

LISTENERS are encouraged to submit original poems to *Your Children*, a new feature inaugurated March 12 over the Texas Quality Network from WOAI, San Antonio. The programs will stress child safety and care along with the reading of the contributed poems. Organ music and singing of semi-classical numbers provides a musical background to the show, sponsored by Delaware Punch.

* * *

How to Speak

GUIDANCE in speaking English correctly is offered on the twice-weekly *Say It Right* program on WOV, New York, presented in cooperation with English and speech departments of New York U's Washington Square College. Listeners send in individual speech problems which experts discuss during the program.

* * *

Reviewing the Critics

WMCA, New York, is planning to broadcast a new type of radio review of first night plays which will feature condensed resumes of opinions by drama critics of the New York City newspapers. The program, *Reviewing the Critics*, will be presented at a time when an audience is more available than following the curtain drop after midnight.

"Barn Dance" Benefit

HEADLINERS of the WLS *National Barn Dance* appeared at the Auditorium in Milwaukee March 31 under the sponsorship of the American Legion. Funds from the performance will go toward a county-wide Hallowe'en party held annually for approximately 75,000 children.

In Chicagoland
300,000 Lithuanians
Listen to one program

The
LITHUANIAN
HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

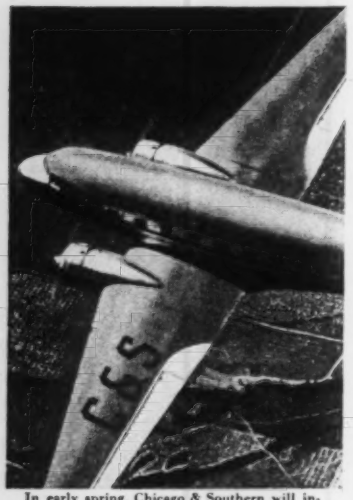
• • •

for participation details, write

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Ave.
Telephone: Republic 0515
CHICAGO, ILL.

WTIC
Dominates Connecticut and Western Massachusetts
HARTFORD
CONN.
50,000 WATTS
NBC RED network
NATIONAL REPRESENTATIVES
WEED
AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

WBAL
means business in Baltimore



In early spring, Chicago & Southern will inaugurate a new fleet of giant Douglas DC-3, 21 Passenger Planes.

IT PAYS TO FLY

EVERYWHERE

via

"The Valley Level Route"

North, south, east or west—fast, comfortable planes are waiting to carry you swiftly and safely to your destination.

Flying saves time, and time is money for business men. Successful men fly because they know the man who flies gets there first, sees more customers, signs more orders, makes more money for himself and his family. And they enjoy many real advantages over earthbound travelers because they avoid many tiresome days and nights on the road. They arrive at the end of their journey rested and refreshed, fit and eager for work or play.

next time you plan a trip

FLY

Low Air Travel Fares

New York-New Orleans	$73.85
Boston-St. Louis	65.45
Cleveland-Memphis	43.70
Chicago-St. Louis	12.45
Chicago-Birmingham	40.28
Detroit-New Orleans	57.85
Pittsburgh-Memphis	45.70

10% reduction on round trips

For Reservations Call Your Travel Agent or

CHICAGO and SOUTHERN Air Lines

"The Valley Level Route"

New Television Requirements

(Continued from page 37)

"shall not take precedence over experimental service, but shall be subordinated to it."

Then the rules require that stations submit quarterly reports or forms prescribed by the Commission of their charges and costs, as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

It is with this provision too that some attorneys quarrel, on the ground that the law does not authorize the Commission to distinguish between experimental and commercial operations and that it has no jurisdiction whatever over rates, charges, or other fiscal operations of stations. Such control usually is vested in agencies regulating commercial carrier activities and since radio broadcasting is distinctly classified as a non-public utility in the law, it is felt that the Commission may be setting a precedent veering from the intent of the statute.

Minimum Schedule

In connection with operating requirements, the new rules specify that Class II stations shall maintain a minimum scheduled program service of ten hours per week throughout the license period. Class I stations, or those which will engage in technical research, will not be required to operate any specified number of hours and shall not operate to render a "regularly scheduled television broadcast service to the public." Both Class I and Class II stations can be assigned to the same frequency but no Class I station shall cause objectionable interference to a Class II station, designed to engage in research and experimentation "for the development of the art in its program phases".

In its unanimous report (Commissioners Case and Walker absent) the Commission emphasized the need for further improvement in the technical quality of television. It said it felt the public should have available various sizes of screens and that it regarded as essential development of greater definition of image before widespread public endorsement of television will be realized.

Justifying its action in declining to approve transmission standards, the Commission said that to have done so would have tended to freeze the art and result in an abatement of research. It added that nothing should be done "which will encourage a large public investment in receivers, which by reason of technical advances when ultimately introduced, may become obsolete in a relatively short time."

Effective Date

Some questions arose as to the Commission's intent in this statement, particularly whether it would view as improper widespread promotion by manufacturers to stimulate sales of visual receivers. In this connection a number of manufacturers, led by RCA, already are perfecting plans for sales and merchandising activities in areas having available visual transmission.

While the rules permitting limited commercial operation do not become effective until Sept. 1, all other provisions of the new regulations are immediately operative. Nominally, the FCC can act immediately on pending applications for new television stations, of which there are 25, but it is expected that it will be in no great hurry to do so until the allocations questions are settled following the FM hearings. Similarly, plans of NBC, GE and perhaps others to establish television relays, looking toward networking of visual radio may be forced to await definite allocations policy stemming from the March 18 hearings.

In repeatedly emphasizing in its report that television still constitutes an experimental operation, the Commission stated that it was not unsympathetic with the desire of manufacturers to recoup their pioneering investments in television. It pointed out that the loss to the public by premature purchase in a rapidly advancing field might in a relatively short time exceed many times the present total cost of research, estimated at some $25,000,000.

Holding Back Standards

"Such an economic loss in the long run can redound only to the harm of the industry," it was stated. "In view of the apparent proximity of improvements and of the resolution of disputed technical questions, these risks should be taken. The Commission is, therefore, reserving the matter of issuing standards for consideration at some future time."

Asserting that standards of engineering performance ultimately should be issued, the Commission said that at the appropriate time it would endeavor to issue standards "promptly". In the interim, it expressed the hope that the industry would make every effort to maintain a free exchange of ideas and scientific information and that attention will be directed toward building receivers capable, consistent with reasonable cost, of receiving or of being adjusted to receive any reasonable change in methods of synchronization. Such a practice will keep to a minimum the economic loss to those acquiring receivers at this state of the art, it said.

Somewhat offsetting these words of caution, the Commission asserted that they should not be construed as an expression of a lack of confidence in television's future. Describing television as a "mighty achievement" the Commission said pioneers in the field have made great advances and that potentially television is of tremendous value to the public generally.

JIMMIE ALLEN says:

"I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it." Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information,—stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO.

101 W. 11th St., Kansas City, Mo.

Fast Talking

PROVING that the female of the species can talk faster than the male was the fact that a stopwatch recorded less than one minute required for the winner of a fast-talking contest on KDYL, Salt Lake City, to read a 261-word commercial. She beat Chief Announcer Emerson Smith by five seconds. Contest was a tieup with the photoplay "His Girl Friday".

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

Mississippi Exceeds National Business Gains

Mississippi business gains exceed national average for second successive month. See United States News, Feb. 23rd.

Jackson Trade Area above 1939 level with percentage increases as follows: auto sales, 15.9; bank debits, 20.3; postal receipts, 05.0; building permits, 73.8; industrial electric power sales, 37.8; telephones in service, 9.7; electric connections, 8.8; natural gas connections, 13.1.

To "UP" your business in the growing Mississippi market, invest your advertising dollars with WJDX, the dominant radio station in Mississippi.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Television Notes

Diathermy Troubles

THE NEED for a strict control over diathermy apparatus to reduce and eliminate the static its operation causes to both regular broadcasting and television is becoming increasingly urgent as television developments continue, according to Allen B. DuMont, pioneer television engineer and manufacturer. Pointing out that diathermy interference "simply breaks up television images and renders video entertainment just about impossible", he declared that although the FCC has stated it has no legal power to regulate or control diathermy, since it operates in a practical sense as communication equipment, seriously interfering with broadcast communication, it therefore should be subjected to the same policing as other signals placed on the air. He recommended that diathermy operators be required to employ crystal oscillator controls and shielded cages for their equipment to cut down static.

* * *

Television Company Financing

AMERICAN Television Corp., New York, has filed a registration statement with the SEC seeking public financing to the extent of $531,250 through issuance of 425,000 shares of $1 par common stock. The statement also covers 100,000 common warrants to be distributed to dealers at one warrant for each 4¼ shares sold. New finances, if secured, will be used for the production of the company's Videor television receiving sets for the home, for development of the Tele-Sales department store television, and for a new magnetic wave phone system to penetrate mine depths.

* * *

Video Prizes

FIRST PRIZE contest for televiewers will start March 16 on W2XBS, New York, with NBC offering $25 for the correct answers to 15 questions based on a 10-minute mystery film which will be telecast. Contest, a pictorial version of the "Minute Mysteries" newspaper series, will be given a four-week test by NBC, which has scheduled it at 8:30 p.m. Saturdays. Question cards will be mailed in advance to set-owners receiving NBC's program service, with the network expecting that the contest will add a quantity of new names to its list.

FIRST SPONSOR to have radio programs regularly televised is Sun Oil Co., whose news summaries by Lowell Thomas are heard on NBC-Blue, 6:45-7 p. m. (EST), Monday through Friday, and are now seen by New York area television set-owners via W2XBS on Wednesday, Thursday and Friday. While Thomas (at desk, left) reads the news, Albert Nazimento (lower left) keeps the microphone in place and Joseph Conn (above Nazimento) focuses his camera. Edwin Stolzenberger lines up a second camera to show Hugh James (right) giving the final commercial. Kenneth Shaw, stage manager (above James) watches Mr. Thomas, cameras, microphone and clock. At left below is television's first visual trade mark, photographed by William Haussler, of NBC's photo staff, from the screen of an RCA receiver during the program.

More Television Stations

TO BACK up its promises that "New Yorkers will be able to watch the inauguration next January on their television sets," NBC is expected to file applications with the FCC for television transmitters in Washington and Philadelphia. Once these construction permits have been granted, it is said RCA will begin work on a radio relay chain connecting Philadelphia with New York and Washington with Philadelphia. Despite lack of official confirmation, it is believed that this action will begin in the immediate future, so that completion may be assured before Jan. 20, 1941.

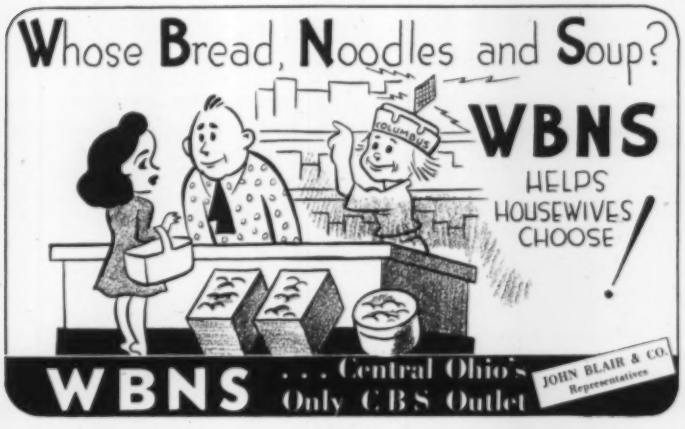
THOMAS E. (Tommy) LEE, head of the Don Lee Broadcasting System, is the subject of a personality sketch, in which he is called "Tommy Television" for his interest and work in that field, in the Feb. 10 *Script* Magazine, published in Beverly Hills, Cal.

JOINT committee of the Associated Actors & Artists of America for the administration of employment of actors in television [BROADCASTING, Feb. 15, March 1] has as yet held no meeting nor have the four members decided on the selection of the fifth member.

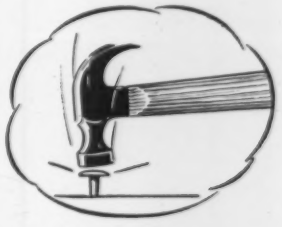
PLAY'S THE THING
Video Audience Pleased by Broadway Hit

PROOF that television need not be restricted to short subjects and that audiences will watch their receivers uninterruptedly for more than an hour at a stretch if the subject matter is interesting enough, was given by the enthusiastic response by set-owners to NBC's telecast of the complete stage play "When We Are Married," on March 3. Play, currently running in New York, was presented in its entirety, consuming about an hour-and-a-quarter on the air, including two three-minute intermissions. Only difference between the stage and the television production is that in the latter the scope of the action was cut down to meet the limitations of studios and equipment.

Cost of televising stage productions, Actors Equity Assn. having ruled that each player must receive a full week's salary for appearing before the television cameras, combined with the natural reluctance of a manager to let the video audience view the show without buying tickets, will probably curtail frequent repetitions of this sort of telecast. It is possible, however, that arrangements could be made to televise plays at the end of their Broadway runs, when ticket sales would no longer be endangered. The experiment was completely successful, however, in disproving the frequently-raised argument that television must change the type of its entertainment every 15 minutes or half-hour to hold attention.



BRASS TACKS *Logic!*



• If 46 of Detroit's representative retailers use CKLW day in and day out, this repeat business means that their sales are on the up—and that they need the low-cost response this station gives them. If *your* product is sold at retail *in the Detroit area*—it's just brass tacks logic to tie up with a winner!

CKLW ...for low cost response in the DETROIT area!

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

•

MUTUAL BROADCASTING SYSTEM

Studio Notes

KIDO, Boise, Ida., on March 4 made a Radio Day presentation in the interest of radio as an advertising medium before the weekly luncheon meeting of the Boise Ad Club, of which C. G. Phillips, KIDO manager, is president. Covering radio and the consumer, radio and the retailer, and consumer coverage, the KIDO presentation was made with three announcers reading a script on each subject. Two 10-minute NBC movies, *Airwaves* and *Television*, also were shown. Manager Phillips plans to repeat the presentation for business men's clubs in neighboring towns.

JUDGE GIBSON E. GORMAN, pioneer radio court broadcaster of the Chicago municipal court, has returned to the air supplementing Judge John Gutnecht in the traffic court. Sessions are aired each Monday and Thursday at 10:05 a. m., and on Wednesdays at 7 p. m. over WIND, Gary, Ind. Judge Gorman formerly was heard in daily broadcasts from *Safety Court* in Chicago. Judge Gutnecht is currently campaigning for the Democratic nomination for states attorney of Cook County, Ill.

WJBC, Bloomington, Ill., has been advised by school officials that the broadcasting of the four local high school and two college basketball teams' games has resulted in no loss of attendance, and probably accounted for the larger turnouts.

WTSP, St. Petersburg, Fla., observing Woman's Day Feb. 29 turned over its facilities to prominent local clubwomen who handled regular commercial schedules, announced musical selections and performed all the incidental functions of management and programming. The only male allowed to perform his regular duties was the janitor.

Knew Their Peeps

WHEN no chicks showed up as ordered for the noon-hour Canadian Broadcasting Corp. farm broadcast serial *The Craigs*, CBC Engineers Harold Symes and Cecil Hyndman at the Toronto studios, rounded up all the announcers, producers, singers and actors, and had the congregation "peep" solemnly for five minutes while sound effect recordings were cut. When the program went on the air a few minutes later the recorded "peeps" of the staff sounded as real as if the baby chicks had been on the scene.

KVOO, Tulsa, on March 10 started a series of 10 weekly half-hour Sunday night broadcasts saluting the International Petroleum Exposition, of which Manager William Way is an executive, to be held in Tulsa May 18-25. The programs bring to the mike 10 outstanding exhibitors in the Exposition and offer music by a full-studio orchestra.

KTUL, Tulsa, Okla., on March 15 made its sixth plant expansion in six years when it occupied an additional 1,500 square feet of space in the National Bank of Tulsa Bldg., to house the executive offices of Wm. C. Gillespie, vice-president, offices for sales and promotion and a large audition room. The new offices are furnished in Swedish modern style. KTUL now occupies the entire 21st and 22nd floors.

KSFO, San Francisco, on March 1 issued a new rate card, No. 4. The new card does not embody higher rates but incorporates certain revisions and additions for purposes of easier rate calculation and offering for quotation several new services and features.

KFRO, Longview, Tex., has started a series of weekly quarter-hour vocational guidance programs under auspices of the local Kiwanis Club. Representatives of various professions and occupations appear on the programs to outline the facts about their work and the training required. The Kiwanis Club has arranged for schools in the area to tune-in the program, heard Wednesdays at 2:30 p. m.

JOSEPH SAGMASTER, foreign news analyst of the *Cincinnati Times-Star*, on March 2 started a series of programs titled *Sagmaster Comments* on MBS, Saturdays, 6:45-7 p. m., originating from WKRC, Cincinnati.

WTMJ, Milwaukee, has started a new full-hour Sunday afternoon public service feature, *Town Forum*, conducted in cooperation with the local Junior Chamber of Commerce. Broadcasts, held in the YMCA auditorium, are open to the public. First half-hour of the show presents guest speakers, with the second half open for audience questioning of the speakers. Ray MacArthur, former Junior Chamber president, acts as moderator for the series.

WKBN, Youngstown, O., is distributing the booklet, "The Fellowship of Prayer", to listeners on the daily *Altar Service* program presented under auspices of the religious work committee of the local YMCA. The program is directed by Ernest Shaw. The booklet contains daily scripture readings and prayers for Lent.

WBTM, Danville, Va., on March 9 opened its new 600-person "radiotorium" with a broadcast of the weekly *Dan River Showboat* feature, which is carried by WBTM and WLVA, Lynchburg.

J. ROY STOCKTON, baseball writer of the *St. Louis Post-Dispatch*, and half of the *Stockton & Eschen* sports team heard daily on KSD, St. Louis, is in St. Petersburg, Fla., covering the St. Louis Cardinals' training camp activities. Eschen is handling the KSD broadcasts, sponsored by the Hyde Park Breweries, while Stockton fills in with special dispatches and transcribed interviews direct from the camp. Several direct pickups from Florida have been planned.

WNAX, Yankton, S. D., and KTRI, Sioux City, Ia., early in March started a new series of market news broadcasts with a pickup from a luncheon in Sioux City attended by 200 leading stock raisers and livestock marketers of the region. The daily series is carried 12:30-12:45 p.m. direct from the Sioux City stockyards through the Sioux City studios of WNAX.

THREE women representing the radio industry have accepted places on the recently organized Women's Council of the Greater New York Fund—Adelaide Hawley, conductor of *Women's Page of the Air* on WABC and editor of the *Woman's Page;* Mary Margaret McBride, "Martha Dean" of WOR, and Lisa Sergio, WQXR commentator.

TEL-PIC SYNDICATE, New York, which offers a news and display service to stations, has added the following eight stations to the list of approximately 100 stations throughout the country now subscribing to the service: WFBL, Syracuse; KOME, Tulsa; KOMA, Oklahoma City; KGGM, Albuquerque; KROD, El Paso; KVOA, Tucson; WFAA, Dallas; WOAI, San Antonio.

EMPLOYES of KOIN, Portland, Ore., are planning to form a Ten Year Club, nine members of the staff having served at least a decade. Among ten-year employes are John Walker, production manager; John L. Lombard, technician; Newton Hedin, sales executive; Joseph Sampietro, music director; Art Kirkham, publicity director; Ruth Bjork, production staff.

WPTF, Raleigh, N. C., has started a weekly news mat service to daily and weekly newspapers in its listening area. Promoting both NBC and local shows, copy and mats are issued each Monday for use in Wednesday, Thursday or Friday papers. Mats include a two-column hand-lettered head, "The Radio Week", with pictures and caricatures of artists, running two columns by 11 inches deep, with text evened so column can be cut in case of space limitations. Although no complete check is available, the service is sent to 27 North Carolina publications, six of which began immediate weekly publication.

LOG CABIN BREAD Co., Los Angeles (bread), sponsoring the half-hour *Kash Kwiz* on KFWB, Hollywood, is originating the weekly program from the Paramount Theatre stage in downtown Los Angeles. Program, conducted by Ted Meyers, is built around a definite subject each week, with bread as well as cash prizes being awarded winning contestants. Tom D. Sholts, radio director of Sholts Adv. Service, Los Angeles, produces the program with Frank Goss announcing.

KEX FOR SALES

Mt. Hood Soap Company boosts volume over popular Northwest radio station!

● Most folk like good advice, just as they like good soap. Realizing this, the Mt. Hood Soap Company of Portland has been using Oregonian radio station KEX to air a three-times-a-week daytime program to women. Stars of the program are two—Mt. Hood's Borene Soap Granules and The Oregonian's popular correspondent on personal affairs, Marian Miller. Miss Miller's radio visits to a receptive audience form an effective background for the sales story of Mt. Hood Soap Company. Just how effective is best told by Adolph L. Bloch, agency in charge, who reports:

"Since the time that our program 'Marian Miller's Problem Corner' started on KEX we have had very good response in audience mail and dealer comments.

There has been a marked increase in the sale of Borene Soap Granules due to this program."

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

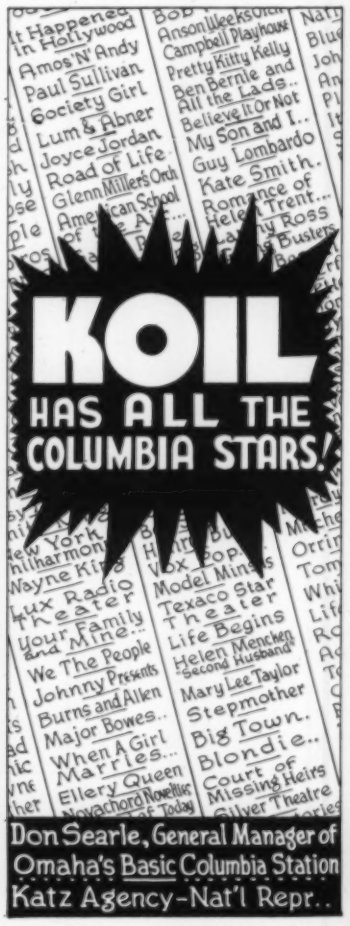
KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

The New WKBN YOUNGSTOWN-OHIO

The Key to the Rich Mahoning Valley-Serving 2,000,000 LISTENERS

1000 WATTS DAY • 500 WATTS NIGHT



ENTER my subscription to BROADCASTING for one year. Bill me for $3.

Broadcast Advertising

☐ CHECK HERE FOR 2 YEAR SUBSCRIPTION FOR $5.

NAME .....

FIRM ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

includes 1940 YEARBOOK Number

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

FLORIDA'S licensing powers made special dispensation for Fred Bugg, manager of WTSP, St. Petersburg, in allocating to him that station's frequency as the 1940 license number for his automobile.

KDYL, Salt Lake City, has solved the problem of clearing time at night for important local sports events by recording major basketball games of the season on the spot, using portable transcription equipment in the hands of Sports Commentator Nelson McIninch, and then rebroadcasting the recording as late as 10 p.m. Sports fans have indicated they enjoy seeing the game and then hearing it broadcast later.

KMPC, Beverly Hills, Cal., has received an award from Phi Beta, national professional fraternity promoting the best in music, for its broadcasts of classical and early American folk music.

WWL, New Orleans, on March 5 was host to the monthly meeting of the Coca Cola Boosters Assn. of Louisiana, attended by 200 persons, at which W. H. Summerville, general manager of the station, discussed "Radio and Its Sales Effect on Coca Cola". As part of the entertainment, WWL presented a *Singin' Sam* transcription and music by the staff orchestra, with Henry Dupre interviewing attendees.

GUEST relations division of WOR, Newark, has reported that during 1939 a total of 106,620 persons attended commercial and sustaining broadcasts at the WOR-Mutual Playhouse in New York, the peak month being November when 1,458 individual ticket requests were received. Total attendance for the year at other outside studios on WOR commercial shows, not including attendance at the Brooklyn Paramount Theatre, amounted to 2,964. According to Marian Crane, of guest relations, the greatest number of requests received at the present time are from listeners for the *Laff 'n' Swing Club* broadcasts.

WFIL, Philadelphia, has started a week-end spot announcement campaign to promote sober driving, with a series of five dramatizations of sudden death situations on the highway, printed words of caution in WFIL Saturday newspaper advertising, and placards distributed in tap rooms throughout the day.

ALMOST WEALTHY
Litten Spurns Chance to Join Treasure Hunters

GLEN LITTEN, formerly manager of KFSD, San Diego, Cal., and for six months a member of the KFI-KECA, Los Angeles, engineering staff, narrowly escaped being a millionaire.

A few months ago he was approached by a treasure-hunting expedition to furnish and operate radio equipment for a cruise to Cocos Island, off Costa Rica. Litten turned down the offer. On March 3 he learned the treasure had been located, according to seemingly authentic reports.

If the jewels and gold were actually recovered, they will bring the finders an estimated $60,000,000. Litten's share, had he accepted the proposition, would have been approximately $1,000,000. When notified of the alleged find, Litten observed, "Narrow escape! Think of all the trouble I'd have with all that money!"

KOA, Denver, has four Naval Reserve officers on its staff. They include General Manager Lloyd E. Yoder; Assistant Manager Robert H. Owen; Control Supervisor Walter Morrissey and Control Engineer Glen R. Glasscock.

STARTING with a series of dramatizations of true detective mysteries, WHBQ's newly formed Playhouse group has begun its work over the Memphis station. Taylor Rogers, a member of the station's staff, directs the amateur group.

WSAI, Cincinnati, is to broadcast exclusively March 25 opening of the city's Community Chest drive, the station announces. Announcements will be sent to school children to tune the program and Boy Scouts will patrol the streets carrying signs. A special program has been arranged by Joseph Ries, WLW educational director.

WLW, Cincinnati, is placing its newsroom in the main lobby and the public will be permitted to see what goes on in the glass-enclosed room where nine men work under William Bailey, news editor.

2 NBC M&O PACTS SIGNED WITH AFRA

CONTRACTS covering staff announcers at NBC's M. and O. stations in Boston and Washington, D. C., have been signed by the network and the American Federation of Radio Artists. Contracts follow the standard M. and O. basic agreement worked out some time ago, and include wage increases negotiated individually for each station.

Original contracts between AFRA and the networks for performers employed on network sustaining programs conclude their two-year term on Aug. 14. Contracts provide for negotiations of new terms to begin 60 days in advance of expiration, or either party can on that date ask for a renewal under the present terms. Mrs. Emily Holt, executive secretary of AFRA, stated that there will be negotiations.

Talent union has also sent Vic Connors of its San Francisco office to Denver, where he is starting negotiations with station managers with the aim of obtaining AFRA contracts with every station before the annual AFRA convention meets there in August.

Arbitrators to Ponder Chicago-AFRA Impasse

ARGUMENTS of the American Federation of Radio Artists and of NBC and CBS on the question of wages and working conditions for performers employed on local broadcasts in the Chicago area will be heard the first week in April by a three-man board of the American Arbitration Assn.

Arbitrators Wesley A. Sturges and Nathan Isaacs, who also served on the panel which ruled the question a suitable one for arbitration [BROADCASTING, March 1], will also be arbitrators in the new hearings, with George K. Bowen replacing George Z. Medalie as the third member. Date was set so Prof. Isaacs, at present tied up, could hear the case.

18 YEARS

OF BROADCASTING SERVICE TO TOLEDO—NORTHWESTERN OHIO AND SOUTHERN MICHIGAN

—Have Given

WSPD

A loyal and enthusiastic audience, one which rightfully depends on the "Voice of Toledo" for the best in entertainment.

First in Popularity and Advertising Effectiveness

NBC—BASIC RED

REPRESENTED NATIONALLY BY

THE KATZ AGENCY

WSPD

TOLEDO, OHIO

For A Big Chunk of Illinois—Use

WSOY

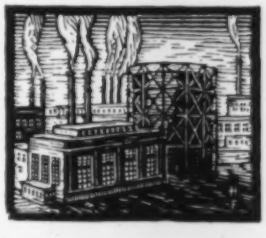
Serves the World's Soybean Center—Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY Decatur, Ill.

350 W. 18 hours daily

(FACTS ABOUT BALTIMORE)



BALTIMORE *is a* GROWING MARKET-- *here's the 25 year record:*

POPULATION—grew from 700,000 to 1,000,000!

RETAIL TRADE—grew from 150 million to 372 million!

BANK DEPOSITS—tripled!

MANUFACTURED PRODUCTS—tripled in value!

MANUFACTURING PAYROLLS—grew from 40 million to 125 million!

Compare these records with similar figures in other Eastern Seaboard metropolitan centers—BALTIMORE is growing FASTEST!

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR

BALTIMORE

National Representatives

EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

From the high harmonics of a piccolo to the low harmonics of the contra-bassoon . . . from the sound of a gentle rain to the din of a thunderstorm — radio programs require faithful reproduction of a wide range of sounds. Network programs rely on telephone facilities to guard these sounds in transmission from city to city — from coast to coast.

From the very beginning of multiple-station broadcasts, telephone engineers have co-operated with the radio industry. They have provided equipment and supervision which help to insure the quality of sound on any network. The work goes on continuously in Bell Telephone Laboratories to find new and better means of increasing the public's enjoyment of network programs.

Bailey Introduces Radio Legislation; Pepper Bill Would Require Hearings

By LEWIE V. GILPIN

RADIO legislation aimed directly at the functions of the FCC received a shot in the arm early in March when Senator Bailey (D-N. C.) introduced in the Senate a companion measure (S-3515) to the Ditter bill [BROADCASTING, March 1] to amend the Communications Act of 1934. A second Senate proposal, made by Senator Pepper (D-Fla.), would amend the Act to require local public notice of FCC applications and provide automatic hearings on request by "any person".

In other Congressional deliberations radio came up for incidental attention. Most sensational accusation was the charge in the House that the Interior Department was using the broadcast medium to further its own ends and even promote certain favored legislation pending in Congress. Although delayed longer than was expected several weeks ago, House Rules Committee leaders have indicated that the Walter-Logan bill to revise administrative court procedure will be taken up in the House within two weeks despite "strong resistance" from Government administrative agencies.

Census Bill Cracked

The status of other legislation touching upon radio remains substantially unchanged. The Johnson bill prohibiting broadcast advertising of alcoholic beverages continues stymied by Senator Clark's (D-Mo.) threat to attach the controversial anti-lynching bill as an amendment. The first deficiency bill, carrying a $5,000,000 appropriation to start the Housing Census, which will carry in its schedules a question designed to yield the number of U. S. radio homes, has passed the House and is now pending in the Senate. The Housing Census appropriation is drawing fire in the Senate, as it did in the House, stemming from questions going into personal financial matters. The radio section of the census has not been mentioned in the controversy, and the only direct effect on it could come from complete elimination of the Housing Census funds from the bill. This is deemed unlikely, since the only telling opposition has been directed at particular sections.

The Bailey bill differs from its companion measure in the House only in providing a 10-year maximum license period instead of the Ditter bill's five-year term, and in limiting the President's powers to take over broadcast stations to actual war in which the United States is engaged. The Ditter proposal would give this power to the President also in event of "insurrection within the United States equivalent to war". Both provide three-year minimum license periods.

Pepper's Measure

The Pepper bill (S-3512) provides that no license, renewal or modification application may be approved before notice of the application is published locally at least once weekly for four weeks, with publication expense paid by the applicant, and requires that the FCC hold a public hearing on any application upon the request of any interested party. Senator Pepper's proposal is explained as a means of insuring interested local parties notice of FCC actions and giving them the opportunity of being heard. It was pointed out that in some cases the FCC might take action on an application without interested parties knowing anything about it until it is too late to present their case.

Text of the Pepper bill follows:

Section 309 of the Communications Act of 1934, as amended, is amended by adding at the end thereof the following new subsection:

"(c) No application for a station license or for the renewal or modification of a station license shall be approved prior to the expiration of four weeks after the first notice of such application is published. The Commission shall cause such notice to be published once a week for four consecutive weeks in a newspaper of general circulation in the town or city in which the station is or is to be located, or if it is not located or is not to be located in a town or city, in a newspaper of general circulation in the county in which it is or is to be located. The expense incident to such publication shall be paid for by the applicant at the time such application is filed. Such notice shall contain a statement that objections in writing to any such application may be filed with the Commission prior to the expiration of the four weeks' publication period and that a public hearing will be held if a request is made therefor prior to the expiration of such period.

If any person so requests a hearing on any such application, the Commission shall hold a public hearing in such town, city, or county or in the District of Columbia, as the Commission may determine. Notice of such hearing, including the time and place thereof, shall be given to the applicant and to any such person requesting a hearing, and an opportunity to be heard at such hearing shall be afforded to all interested persons. Such hearing may be held by the Commission, by an individual commissioner, or by any officer or employe of the Commission designated by it for that purpose."

Interior Dept. Fund

During House deliberation March 7 on the Interior Department appropriation bill following charges that the Department was using its radio productions for political purposes, the House accepted an amendment by Rep. Gossett (D-Tex.) prohibiting the use of any part of the appropriation "for the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before the Congress". The amendment was accepted following failure of an attempt by Rep. Taber (R-N.Y.) to strike from the bill items totaling $185,000, including funds for the radio section as well as propaganda and publicity, photographs and a power-policy committee.

Rep. Gossett, speaking on his amendment, asserted that concurrently with deliberation on a petroleum conservation measure in Congress an Interior Department *What Price America* program preached the gospel of Federal control of the oil industry and appealed "to an imaginary Mrs. Murphy to see her Congressman". He also declared that "several broadcasts have gone entirely outside and beyond the field of education or information.

Interior Department activity in promoting its views via radio programs also has been alleged in other quarters and referred to in Congress. Secretary Ickes' use of nation-wide radio facilities to make his department's annual report to the President through a broadcast dramatization Jan. 8, 1939, was cited along this line by Standard Oil Co. of Cal. in a recent U. S. Supreme Court proceeding.

Network Accounts

All time EST unless otherwise indicated.

New Business

GENERAL CIGAR Co., New York (Van Dyck cigars), on March 13 started *The Answer Man* on 9 MBS stations, Wed. and Sun., 11-11:15 p. m. Agency: Federal Adv. Agency, N. Y.

MISSION HOSIERY MILLS, Los Angeles (hosiery), on March 4 started for 52 weeks, *Radio Charades*, quiz program, on 2 Southern California Don Lee stations (KHJ KFXM), Mon., 8:30-8:45 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, Los Angeles.

P. LORILLARD Co., New York (Old Gold cigarettes), on Feb. 27 started for 13 weeks, *Don't You Believe It!*, on 28 Pacific Coast Don Lee network stations, Tues., Sat., 7:30-7:45 p. m. (PST). Agency: Lennen & Mitchell, N. Y.

TOWNSEND PARTY OF CALIFORNIA, Los Angeles (political), on March 6 started for 35 weeks, political talks, on 16 California Don Lee network stations, Wed., 6:15-6:30 p. m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

GEORGE S. BAILEY HAT Co., Los Angeles (men's hats), on Oct. 3 starts for eight weeks, a five-minute sports program *Hats Off* on 16 California Don Lee and 3 Arizona network stations. Agency: Lee Ringer Adv., Los Angeles.

ANACIN Co., New York, on March 11 starts *Easy Aces* transcribed on all Texas State Network station, 5 times weekly. Agency: Blackett-Sample-Hummert, N. Y.

BELL TELEPHONE SYSTEM, New York, on April 29 starts *The Telephone Hour* on 70 NBC-Red stations, Mon., 8-8:30 p. m. Agency: N. W. Ayer & Son, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Jergens Lotion-Woodbury soap), on March 31 renews Walter Winchell's *Jergens Journal* and *The Parker Family* on 64 NBC-Blue stations, Sun., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 3 renews *Kay Kyser's College of Musical Knowledge* on 92 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on April 6 renews for 13 weeks *Bob Crosby's Orchestra* on 93 NBC-Red stations, Sat., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

WSIX

"The Voice of Nashville" Tennessee

Offers full coverage of the highly prosperous Nashville market. Wire for available time and rates.

•

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

KEN DYKE, NBC director of national sales promotion, is here pictured in a brown study (of the comics) as candid camera catches him in an unguarded moment in Havana last month. He returned March 4 from his Cuban vacation, on which he was accompanied by Harry Dunlap, advertising manager of *Cosmopolitan*.

RICHFIELD OIL Corp., New York, on April 2 renews *Confidentially Yours* on 19 MBS stations, Tues., Thurs., Sat., mostly 7:30-7:45 p. m. Agency: Sherman K. Ellis & Co., N. Y.

CONTINENTAL BAKING Co., New York, on March 1 renews *Pretty Kitty Kelly* 52 weeks on 45 CBS stations, Mon. thru Fri., 10-10:15 a. m. Agency: Benton & Bowles, N. Y.

RICHFIELD OIL Corp., Los Angeles, renews *Richfield Reporter* on 3 Arizona Network stations (KOY KSUN KTUC), Sun. thru Fri., 9-9:15 p. m. (MST). Agency: Hixson-O'Donnell Adv., Los Angeles.

GALLENKAMP'S STORES, San Francisco (shoe chain) on March 10 renewed *Professor Puzzlewit* on NBC-Pacific Red, and added KMJ. Agency: Long Adv. Service, San Francisco.

WILSHIRE OIL Co., Los Angeles (Polly Gas), on March 18 renews for 13 weeks *Pull Over Neighbor* on 15 California Don Lee stations, Mon., 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics), on April 3 renews *Hollywood Playhouse* on 60 NBC-Red stations, Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

Network Changes

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on March 4 shifted *Alex Templeton* on 79 NBC-Red stations, Mon., 9:30-10 p. m. (EST), to Hollywood for six weeks or more.

STANDARD BRANDS, New York (coffee), on March 10 shifted *Chase & Sanborn Program* on 66 NBC-Red stations, Sun., 8-8:30 p. m. (EST), from Hollywood to New York for three weeks or more.

STANDARD BRANDS, New York (Fleischmann's Foil Yeast), on April 4 shifts *I Love a Mystery* from 26 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. to 48 NBC-Red stations, Thurs., 8:30-9 p. m. (rebroadcast, 9:30-10 p. m.). Agency: J. Walter Thompson Co., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on March 25 adds 12 MBS stations to *Raymond Gram Swing*, making a total of 15 MBS stations, Mon. and Fri., 10-10:15 p. m. Agency: J. Walter Thompson Co., N. Y.

Kobak Leaves L & T

EDGAR KOBAK, who resigned as sales vice-president of NBC just four years ago to become a vice-president of Lord & Thomas, New York, announced his resignation from the agency March 12. Mr. Kobak had been with NBC for two years in charge of sales when on March 15, 1936 he suddenly announced his decision to enter the agency field. His duties at the network were thereupon assumed by Roy C. Witmer, also a vice-president. Mr. Kobak, who came to NBC from McGraw-Hill Publishing Co., where he was managerial head, has not announced his future plans.

Mr. Kobak

S. C. JOHNSON Co., Racine, Wis. (floor wax), on April 9 renews *Fibber McGee & Molly* on 73 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

FELS & Co., Philadelphia, after the broadcast of March 31 will discontinue the *Hobby Lobby* program, currently on 51 CBS stations, Sundays, 5-5:30 p.m., through Young & Rubicam, New York.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on April 1 replaces *This Day is Ours* with *Vic and Sade* on 13 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a. m. (also heard on 64 NBC-Red stations, Mon. thru Fri., 3:45-4 p. m.). Agency: Compton Adv., N. Y.

WIBC

INDIANAPOLIS

"INDIANA'S FRIENDLY STATION"

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

Howard Wilson Co. Nat. Reps.

•

WIBC

INDIANAPOLIS

1000 Watts – 1050 kc.

FOR SALE

(AVAILABLE IMMEDIATELY)

■

BIGGEST MAIL-PULLING PROGRAM* ON KYW – "THE RED NETWORK STATION IN PHILADELPHIA"!

■

* 13,789 LISTENERS SENT IN OVER 16,000 DIMES FOR A BOOKLET OFFERED ONLY ONCE DAILY DURING ONE WEEK IN FEBRUARY, 1940!

THAT'S PULL – WITH LISTENERS!

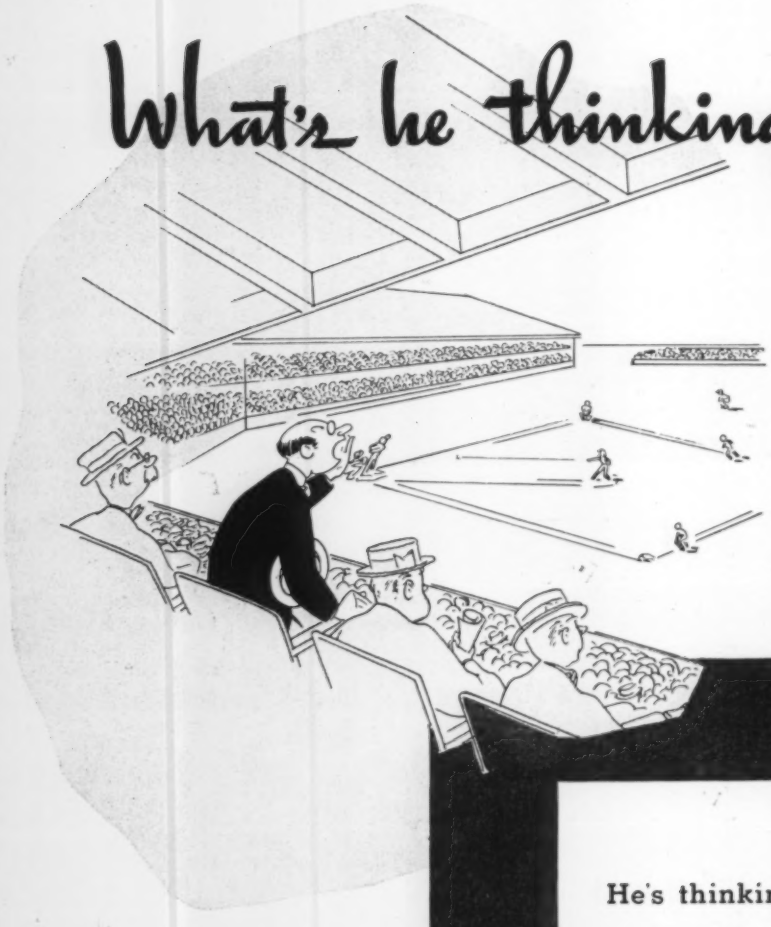
■

WRITE, WIRE OR PHONE

KYW • PHILADELPHIA

OR NEAREST NBC SPOT SALES OFFICE

What's he thinking when Joe DiMaggio steps to the plate?



He's thinking about a terrific smash over the center field wall; about a sensational shoe-string catch; about a tied score. He's thinking baseball.

And what's he thinking when he reads BROADCASTING? He's thinking radio.

Everyone reads BROADCASTING to read about radio. It's 100% radio all the time. Small wonder that BROADCASTING is just right for your story if it's radio you're selling.

They're Radio-Minded when they read BROADCASTING

BROADCASTING BLANKETS TIME BUYERS!

Progress of Radio Technical Unions

IBEW Alone Claims to Have Organized 150 Stations

By JOSEPH L. MILLER
Director of Labor Relations
National Assn. of Broadcasters

SLOW BUT STEADY organization of engineers and technicians has been the outstanding development in broadcasting labor relations since the threatened musicians' strike was averted.

Mr. Miller

The leading union in the field has been International Brotherhood of Electrical Workers (AFL) with its affiliate, Associated Broadcast Technicians. The IBEW says it now has about 150 contracts with radio stations.

American Communications Assn. (CIO) also has been active, but its organization efforts have been confined, for the most part, to the larger cities in the East.

Efforts of the IBEW to enroll broadcasting's technical employes, on the other hand, have been nationwide. The AFL union has been able to reach into stations throughout the country because for many years it has had a local in almost every city. These locals take in all types of electrical workers. IBEW has staked a claim in AFL to all workers who make, install or operate electrical equipment.

Recent Growth

Under a plan adopted last year, however, all broadcasting employes in IBEW belong to Associated Broadcast Technicians, an affiliated union with the status of a local even though it is national in coverage. ABT is officially connected with IBEW only through the latter's national office. Thus an IBEW local has no control over the affairs of broadcasting station members in the local's territory.

ABT's membership once was confined to employes of CBS. It had started to spread out, however, before it affiliated with IBEW. ABT has a long-term contract covering CBS technicians in all CBS-owned stations except KMOX, St. Louis. KMOX engineers are covered by a separate contract with IBEW.

D. J. Dunlop of Chicago is business manager and chief full-time executive of ABT. His only superior is Daniel Tracy, president of IBEW. Dunlop for many years was a broadcast technician and a radio engineering teacher in Chicago.

Leaders of IBEW say they deplore strikes, and their record appears to bear them out. Only four times during the last 18 months have they called strikes. All of these were on the West Coast, and all resulted from disagreement on the terms of first contracts. All IBEW contracts stipulate that there shall be no strikes or lockouts during the life of the agreement, and call for arbitration of all disputes arising under the contract.

Quick Settlements

Two of the four IBEW strikes were settled in less than a day, the third after a few days. The fourth, started last October, is still in progress.

Along with a no-strike clause, the usual IBEW contract calls for a 40-hour work week with time and one-half for overtime, vacations with pay, and compensation for travel on remote control assignments. The pay scale varies greatly.

There are many clauses dealing with employment and discharge, a majority providing for a closed or preferential shop in employment. Some stations have retained complete freedom in hiring and firing, agreeing to compel all new technical employes to join the union.

Jurisdictional Fights

IBEW and ABT take in only technical employes, but they already have on their hands two jurisdictional scraps with other AFL unions. American Federation of Radio Artists claims the right to enroll "gain riders" when they do any announcing, and American Federation of Musicians claims the right to enroll them when they handle records or transcriptions.

Unlike IBEW, the American Communications Assn., CIO union, takes in all broadcasting station employes except musicians and other artists. The American Newspaper Guild, another CIO union, also has a few contracts covering technical employes among others.

HOME TALENT ON 'BARN DANCE'

WLS Adds New Feature to Saturday Night Series As Community Shows Yield Hopefuls

FOLLOWING up its long policy of fostering development of home talent, WLS, Chicago, has added a half-hour *Home Talent Barn Dance* feature to its regular Saturday night *Barn Dance* show. The station also presents a special Saturday afternoon broadcast along the same lines, with talent drawn completely from neighboring towns.

The new feature is the outgrowth of a plan started five years ago when the *Prairie Farmer*-WLS Community Service was incorporated as a non-profit organization to help local groups sponsor a community talent performance. The *Barn Dance* pattern was generally preferred and all present shows are modeled after it. Since then more than 2,000,000 have attended the 2,000-odd WLS home talent shows produced in Illinois, Indiana, Wisconsin and Michigan communities.

On the Big Show

At least one act from each show is given the opportunity of appearing on the Saturday afternoon shows, on which a considerable number of professional careers have started, among them Rusty Gill, Bill Newcomb, Essie Martin, and "Little Alfalfa" of *Our Gang* comedies. Six acts from the afternoon show are used in the half-hour section of the big evening show. Four are chosen from a selected county in the WLS area, and a special tribute is paid the country through a prominent local citizen who is asked to appear on the show. Another feature of the home talent shows is an announcing contest, with the winner appearing on the WLS broadcast. The most popular act of the afternoon show also appears on the evening broadcast, along with a sixth act presenting regular WLS staff artists.

The promotion provides the services of 15 experienced directors who give their full time to selecting, training and rehearsing acts, spending about two weeks in preparation for each community show. Both WLS and *Prairie Farmer* publicize the shows through announcements of dates and location of the performances, with the WLS publicity department furnishing news items to local papers before and after the show.

Commenting on the benefits accruing from the non-profit project, WLS General Manager Glenn Snyder declared: "We really get a great deal. We have the satisfaction of rendering a specific and worthwhile service to a large group of our listeners which in turn builds listener interest and listener loyalty for WLS throughout our area. But above all, we feel that we are bringing farm and city people closer together, making them understand each other a little bit better and thus making them more neighborly."

Executive Membership Picked for Committees Of NAB Sales Group

COMPLETE executive personnel of the NAB Sales Managers Committee, under chairmanship of William R. Cline, commercial manager of WLS, Chicago, was formally announced March 8 by NAB President, Neville Miller.

Members of the steering committee in addition to Chairman Cline, are Craig Lawrence, KSO-KRNT, Des Moines; Ellis Attebery, KCKN, Kansas City; Charles Calev, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Owen Uridge, WJR, Detroit.

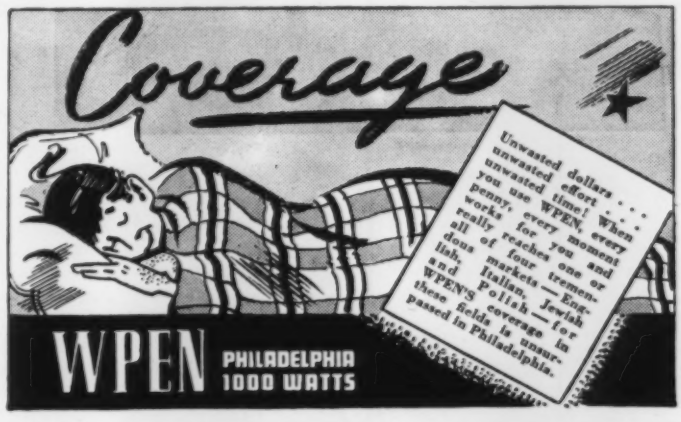
District chairmen appointed by the NAB director in each of the 17 geographical areas into which the NAB is divided, are William Malo, WDRC, Hartford; Clifford M. Taylor, WBEN, Buffalo; Lester W. Lindow, WCAE, Pittsburgh; John H. Dodge, WRC, Washington; Maurice Coleman, WATL, Atlanta; Vernon Anderson, WJBO, Baton Rouge; Edward Y. Flanigan, WSPD, Toledo; Ford Billings, WOWO-WGL, Fort Wayne; Charles Caley, WMBD, Peoria; Karl Koerper, KMBC, Kansas City; Barney Lavin, WDAY, Fargo; Ellis Atteberry, KCKN, Kansas City; Sam Bennett, KGKO, Fort Worth; W. E. Wagstaff, KDYL, Salt Lake City; Wilt Gunzendorfer, KSRO, Santa Rosa; Wilbur Eickelberg, KHJ. Los Angeles; Loren B. Stone, KIRO, Seattle.

The steering committee will meet occasionally with Samuel J. Henry Jr., of the NAB staff, and other staff members to discuss industry sales matters and the work of the recently organized Bureau of Radio Advertising.

NAB Names Carpenter

H. K. CARPENTER, vice-president and general manager of WHK-WCLE, Cleveland, March 1 was named chairman of the NAB Research Committee by President Neville Miller. Other members of the Committee are H. M. Beville, research director, NBC; Arthur B. Church, KMBC, Kansas City; James D. Shouse, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, CBS research director; Theodore C. Streibert, vice-president, WOR-MBS, and Scott Howe Bowen, WIBX, Utica.

NEW subscribers to International News Service announced since mid-February are WTCN, Minneapolis; WDAE, Tampa; WRJN, Racine; WGCM, Gulfport, Miss.


Coverage
Unwasted dollars . . . unwasted effort . . . unwasted time! . . . When you use WPEN, every penny every moment works really for you and all of four and one-half markets — tremendous markets — Jewish, Italian, Polish — for lish, and coverage in WPEN'S these fields is unsurpassed in Philadelphia.
WPEN PHILADELPHIA 1000 WATTS

Sponsor to Fight Pot o' Gold Suit

Lottery Angles of Program Studied by Justice Dept.

LEWIS-HOWE Co., maker of Tums and sponsor of the *Pot o' Gold* program, now under investigation by the Department of Justice, will fight the suit of C. C. Dumont of Albany, according to Abner Rubien, attorney for the sponsor. Dumont claims that his name was chosen on the program of Jan. 9, but that because his telephone number had been changed shortly before that date his phone did not ring and he received only $100 instead of the $1,000 the company would have paid him had he answered the phone.

Charging that the company was negligent in failing to learn his correct number, Dumont is asking for the additional $900. Since the Lewis-Howe Co. is a Missouri corporation, a levy secured under the writ of attachment issued to Dumont by the Albany Supreme Court was served by the sheriff's office on an account owed to the company by a local dealer.

Defense Claims

Defense will be based on the fact that the call made on the program is announced as being made "to a number selected from phone books we have here in the studio" and that furthermore the call is made station-to-station to a number and not person-to-person to a name.

While the program has attained a high audience rating and is said to have been successful in producing sales, its fate is undecided following the expiration of its current 13 weeks schedule. The Department of Justice investigation, based on complaints received by the FCC from motion picture theatre operators that their business has been adversely affected because of the unwillingness of people to leave their homes and the chance of winning the $1,000, plus such aggravations as the Dumont suit, have left the sponsor undecided as to whether a renewal will be made and NBC likewise undecided as to whether it would be accepted.

At the Department of Justice it was stated that the case, along with a campaign gift enterprise in Texas, was being studied with a view toward eventual action. It was asserted that the Department first must satisfy itself that the factors involved constitute a violation of the lottery statutes. This conclusion has not yet been reached, it was explained.

Copyright Action by Justice Dept. Seen

(Continued from page 16)

withheld announcement of its proposed new broadcast license plan, which would be offered to supplant existing contracts expiring at the end of this year. The ASCAP board was to have considered recommendations of its Radio Committee last month but when the Buck incident developed, ASCAP indignantly announced that the emotional reactions of board members were such that it would be impossible to give such a plan "calm consideration". The report may be presented to the board later this month, although a special meeting for that purpose may be called whenever the committee is ready.

BMI, as of March 13, had a subscription list of 280 stations that have actually purchased stock. A total of $247,723 has been subscribed in stock by these stations, representing one-fifth of their total pledges of $1,238,940. With approximately 100 additional stations pledged to join BMI, it is anticipated the $1,500,000 goal will be oversubscribed.

Stations which recently have joined BMI include WGN, Chicago; WCKY, Cincinnati; WIP, Philadelphia; WIBW, Topeka; KGQ-KGA, Spokane: KROW, Oakland; WKRC, Cincinnati; WGNC, Gastonia; WSFA, Montgomery; WJHP, Jacksonville, and KGVO, Missoula, the latter having been one of the stations instrumental in bringing criminal action against ASCAP and major network officials which culminated in Buck's arrest.

On the State copyright fronts activity likewise continued, with ASCAP seeking to knock out State statutes designed to prevent it from doing business on other than a measured service basis. The suit of ASCAP against the State of Florida seeking a permanent injunction to restrain the State from enforcing its law, has been set for trial before a three-judge Federal court in Gainesville April 13. In Omaha, hearing is scheduled March 25 before a Federal court on motion of the State for a new trial of the suit to test the constitutionality of the anti-ASCAP law enacted there in 1937.

State Developments

In the Florida case, likewise based entirely on the constitutionality of the statute, the three-judge court will determine whether a temporary injunction again the State law should be made permanent. The suit involves both the 1937 anti-ASCAP statute and the amended statute enacted by the Legislature in 1939. Andrew W. Bennett, NAB special copyright counsel, and Lucien Boggs, Jacksonville attorney, will be of counsel for the State.

In the Nebraska case, the court previously rendered a unanimous decision finding the statute unconstitutional. The plea for a new trial was made by William J. Hotz, Omaha attorney, who represented the NAB along with Mr. Bennett.

On March 4 a new anti-ASCAP measure, a word-for-word copy of the laws of Montana and Washington, still in force, was introduced in the New Jersey assembly by J. Stanley Herbert, Sea Girt Republican.

Buck's Challenge

Immediately following the termination of the Phoenix fiasco, Mr. Buck bitterly assailed the broadcasters and asserted that the incident was only the beginning of the Society's fight to gain "justice" for American composers. He called the Montana incident a "horse-opera charge" and referred to Phoenix Sheriff Lon Jordan, who made the arrest on Washington's birthday, as a "musical comedy sheriff".

In Los Angeles Feb. 29 the ASCAP president renewed threats that legal action alleging false arrest would be instituted against Montana individuals. Moreover, he said "there will be no easy dealing now."

He spoke disparagingly of the "gutter tactics" of broadcasters, and said ASCAP hasn't collected a dime from Montana licensees in three years. Like other ASCAP associates, he inferred that NAB was behind the incident, and named A. J. Mosby, KGVO, Missoula; Ed Craney, KGIR, Butte, and Kenneth Davis, of Davis & Schwegler, music publishers, as "stooging" for a group in NAB.

Announcement also was made of receipt by Mr. Buck of a telegram from J. Edgar Hoover, chief of the Federal Bureau of Investigation, which read: "I read story from Helena and want you to know there is at least one friend who has no doubt as to the facts and wishes you well."

Meanwhile, the ASCAP board at its meeting in New York Feb. 29 condemned the Buck arrest and linked it to the NAB. A resolution was adopted condemning "the outrageous and unwarranted arrest" and "the whole defamatory attack of the radio industry upon American composers and authors, which attack has been studiously developed during the past eight years and consistently pursued and which has been climaxed by this arrest."

Hollywood's Rebuke

In a letter March 2 to NAB President Neville Miller, KFI General Manager Harrison Holliway deprecated the whole incident as a public relations job in favor of ASCAP. If NAB is helpless to call a halt to such activities of its members, he said, then those members responsible "should be asked to resign and appropriate publicity should be given to such request," He added:

"It seems to us that what we need among other things in connection with our differences with ASCAP is public sympathy toward our side of the problem. If the matter was confined to the intimacies of the industry itself this would not necessarily be so. But every time Mr. Buck opens his mouth the daily press is only too happy to give space to his remarks. It seems unnecessary to say that what Mr. Buck says and will continue to say does the radio industry no good. We have a real public relations job to do.

"Now if the arrest of Gene Buck is a public relations job in favor of anything but ASCAP then I don't know the meaning of public relations. I feel that it was an abominable shame that this incident took place. I think that NAB should make it clear that malicious activities of this sort are not sponsored by the radio industry as a whole. Neither Gene Buck nor any member of ASCAP deserves such treatment from radio. When the radio industry is held responsible for such an arrest and felonious charge the whole matter is getting just a little too personal and should be brought to a halt.

"If the NAB is helpless to call a halt to such activities of its members then those members who are responsible should be asked to resign and appropriate publicity should be given to such request.

"Regardless of the outcome of our ASCAP problem we, at KFI and KECA, want to feel that we have conducted ourselves within the limits of, at least, common decency."

THOMAS G. TINSLEY Jr., Baltimore and Washington representative of WFMD, Frederick, WJEJ, Hagerstown, and WTBO, Cumberland, all in Maryland, heads a new company applying to the FCC for a new 250-watt station on 1210 kc. in Baltimore.

NEW Money-maker for Broadcasters

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• is now *ready* to earn money for broadcasters, even before commercial licenses are granted. Get the particulars!

FINCH TELECOMMUNICATIONS, Inc.
PASSAIC, N. J.
New York Sales Office, 1819 Broadway

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.
Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

THE NORTHWEST'S LEADING RADIO STATION
KSTP
MINNEAPOLIS & ST. PAUL, MINN.
NOW
50,000 WATTS
N B C BASIC RED NETWORK

RCA Plans Television Network To Connect Principal Centers

Applies for Philadelphia, Washington and Chicago Channels, Using High-Frequency Air Relays

CONSTRUCTION of new television stations in Philadelphia, Washington and Chicago as part of its television expansion program, along with the establishment of a television relay system between New York and Philadelphia, are definitely planned by RCA as part of the expansion program of NBC's present television program service.

This was announced March 12 by David Sarnoff, RCA president and NBC chairman, as he disclosed an active merchandising campaign for moderately-priced television receivers [see page 86] as his company's response to the recent action of the FCC favoring limited commercial operation of television [see page 37].

Applications for the new stations were forwarded to the FCC March 13, asking 1 kw. on the 84-90 mc. band in Philadelphia, 44-50 mc. in Washington and 84-90 mc. in Chicago. Philadelphia and Washington sites have not yet been selected. The Chicago station will be located atop the Civic Opera Bldg.

Relay Facilities

It was disclosed, in connection with the high-frequency relay service designed to make network television possible without the need of wires or inter-city or coaxial cable, that RCAC will shortly file an application for relay frequencies to be used between New York and Philadelphia, then extended to Washington and Boston if and when the Washington television station is authorized and a station is secured in Boston. The relay service will supplement RCAC's radiotelegraph and radio facsimile services already in operation.

"Our invention of a television radio relay system, as recently announced [BROADCASTING, Feb. 1], provides the means for interconnecting television transmitters for simultaneous delivery of programs in centers outside New York," Mr. Sarnoff stated. "Our initial step will be to construct such a relay system between New York and Philadelphia, and thereby enable these two great metropolitan centers to exchange news programs, and the varied forms of education and entertainment made possible by television.

"It is anticipated that later Washington, Boston and other cities will be interconnected by this method, so that eventually television program series may be extended to cover the nation.

"RCA has licensed other and competing radio manufacturers for the use of its inventions in the field of television for the manufacture and sale of television transmitters and receiving sets. RCA and other manufacturers are ready to build television transmitters for broadcasters who may wish to enter this field.

"As soon as radio relay systems are established, NBC will be prepared to provide a television program service to the independent stations that are interconnected, similar to the manner in which it now furnishes a sound program network service. The television network radio relays to be constructed by RCA will provide a service available for use by other broadcasting companies in the same way that trans-oceanic facilities of RCA are now made available to competing broadcasting systems."

NBC's video program schedule, which in the last few weeks has included a Broadway play, an airplane view of New York and grand opera, will be expanded, Mr. Sarnoff declared.

WFLA Group Buys WLAK

WLAK, Lakeland, Fla., 250-watt outlet on 1310 kc., would be sold for "$1 and other considerations" under an application for transfer of ownership filed with the FCC March 13. Purchaser would be Florida West Coast Broadcasting Co., operator of WFLA, Tampa, which is 55% owned by the *Tampa Tribune* and 45% by W. Walter Tison, manager. Application asks for authority to transfer 98 shares, or controlling stock, held by J. P. Marchant, Lakeland, 63 shares; D. J. Carey, Eaton Park, 25 shares, and Melvin Meyer, Tampa, 10 shares. Mr. Tison already owns one share, as does H. H. Baskin, former mayor of Clearwater, who recently sold his interest in WFLA to the *Tampa Tribune*.

Kansas Group to MBS

FOUR stations of the new Kansas Network formed by Don Davis, manager of WHB, Kansas City, will soon be affiliated with MBS and be fed Mutual programs through WHB, according to an MBS announcement March 13. KSAL, Salina, and KVGB, Great Bend, join March 16, with KFBI, Abilene, slated to move to Wichita May 1, joining at that time. KTSW, Emporia, affiliated with MBS in December.

Tobacco Billings on NBC Third Among Industries

BREAKDOWN of present NBC billings reveals the tobacco industry to be the third leading industry in weekly expenditures on the Blue and Red networks, showing a 100% increase for the first month of this year over January, 1939. Figures show a total of $133,100 for January 1940, as compared with $66,400 in January 1939, and an increase of 125% over weekly billings in January 1938, when the total was $59,100. The tobacco industry is headed only by drugs and food on NBC, which have respective monthly gross billings of $1,500,000 and $1,250,000.

Indications are that such weekly billings will continue to increase during the balance of 1940, according to NBC, in view of three new tobacco shows recently started or about to start on the network, none of which are included in the weekly billing figure of $133,100. These are the P. Lorillard Co. program for Old Gold starting in April; the R. J. Reynolds Tobacco Co. program for Camels on Saturdays, which began Feb. 24, and the newly-started Axton-Fisher Tobacco Co. local campaign for Twenty Grands.

Perry Bill Reported

THE Perry Bill, which would make it a larceny in New York State to record a broadcast without consent of the performers, has been reported out of committee by the New York Assembly. Efforts to work out with NAPA and AFM representatives a compromise measure had been made by Sidney Kaye, attorney representing New York broadcasters who oppose the bill [BROADCASTING, March 1], but were unsuccessful.

Special NBC Programs Aid Metropolitan Opera In Campaign for Funds

CONTINUING its radio participation in the campaign for funds for the Metropolitan Opera Assn., NBC on March 10 presented a special hour television program, during which Metropolitan stars sang operatic selections under direction of Edward Johnson, general manager. NBC's contest for the best 100-word letter on "What the Metropolitan Opera Broadcasts Mean to Me" will close March 23, with the six winners to be announced shortly after that date. Winners will be offered their choice of a trip to New York to attend the opening night of the 1940-41 Met season, or a season ticket to opera.

Listeners to the NBC Saturday afternoon broadcasts have sent in 80,000 contributions to date since the first appeal for funds. All contributions have been received by the radio committee, of which David Sarnoff, RCA president, is chairman, and Mrs. August Belmont and Miss Lucrezia Bori vice-chairmen. Donations have come from listeners in every State and the District of Columbia, Canada, Switzerland, France, the West Indies and Chile.

FCC Denies Local

BECAUSE the limited service contemplated would not afford satisfactory use of the facility requested, the FCC March 14 announced denial of the application of C. T. Sherer Co. Inc. for a new local in Worcester, Mass. The applicant sought 100 watts night and 250 watts day on 1200 kc., but the Commission concluded that such a station, under the limitations, could not provide adequate service for the Worcester area, which already has two regional stations.

Title Injunction Granted

PERMANENT restraint against use of the title "Information Please" by Information Publishing Corp. has been granted by New York Supreme Court Justice Carroll G. Walters to Daniel & Ann Golenpaul, owners of the radio program by that name sponsored on NBC-Blue by Canada Dry Ginger Ale Co. It was alleged the publishing firm sought to take advantage of the radio program's popularity by reviving the magazine *Information Please*.

FADIMAN ASSOCIATES, New York, to handle "specialized radio personalities," has been organized by Clifton Fadiman, m.c. of Canada Dry Ginger Ale's *Information Please* on NBC, with his two brothers, Edwin, a foreign film producer, and William, eastern story editor for M-G-M. Offices are at 1501 Broadway.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., has applied to the FCC for a new 250-watt station on 1420 kc. in Rome, N. Y.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

1000—STREAMLINED—Watts

(Daytime)

WCAR

"In the Heart of the Motor Industry"

PONTIAC — — MICHIGAN

FIRST

in the rich and fertile

TENNESSEE VALLEY

WNOX

5000 W. Day 1000 W. Night

CBS—1010 kc.

The Branham Company

KNOXVILLE TENNESSEE

Joint Program Survey Of Children's Features Is Started in Midwest

THE national survey of children's programs, jointly sponsored by the NAB and the Radio Council on Children's Programs to develop acceptable and improving standards for juvenile broadcasts in accordance with the NAB code, got under way March 12.

The survey is being made by Mrs. Edwin C. Lewis, vice-chairman of the Council and radio chairman of the National Society of New England Women, during a six-month tour during which she will visit stations, sponsors and teacher and women's club groups in 44 States. The NAB Board of Directors late in February allotted $1,300 for partial expenses for traveling involved in the study [BROADCASTING, March 1].

Mrs. Lewis, formerly connected with a radio station and also the advertising agency business, started her extensive tour in the Midwest, visiting Chicago March 12 and going from there to several points in Michigan by mid-March. Her itinerary through March and April is as follows:

March 17-20, Chicago area; March 21, Racine, Wis.; March 22-23, Milwaukee; March 24-25, Madison, Wis.; March 26, LaCrosse; March 27, Rochester, Minn; March 28, Minneapolis and St. Paul; April 1-2, Omaha; April 3-4, Des Moines; April 5, Ames and Cedar Rapids; April 6-7, Davenport; April 8, Chicago; April 9-11, Pittsburgh; April 12, Altoona, Pa.; April 13, Harrisburg, Pa.; April 14, Lancaster, Pa., and April 15-16, Philadelphia.

Broadway Blank

THE staff of WCNW, Brooklyn, has been enjoying a laugh on Announcer Clive Davis and Engineer Eliot Grey, who braved the recent New York blizzard to record a sidewalk interview at Broadway and 42d St., only to find that there was nothing on the record when they returned to the studios. Now Davis and Grey are laughing as it has just been discovered that the record is perfect and the fault was with a tube in the playback apparatus.

Radio AND Education

EDUCATIONAL Radio Script Exchange, created by the Federal Radio Education Committee in October, 1936, on March 4 published its first complete printed list of services, including its 3,000 educational scripts, production aids information and idea exchange and recordings.

THE Human Adventure, educational feature presented by Chicago U in collaboration with CBS, now has 90 stations on its network, a 20% increase over that of last summer's experimental series.

WBKY will be the call letters for the new U of Kentucky high frequency educational broadcasting station recently authorized by the FCC [BROADCASTING, March 1]. This will be the third such station licensed since the shortwave bands were set aside for this service.

OUTSTANDING American novels of the 18th and 19th centuries are dramatized on the *Life and Works* weekly programs presented on WNYC, New York municipal station, in cooperation with the public libraries of New York. Well known literary critics and faculty members of metropolitan colleges serve as commentators on the programs, while Mitchell Grayson, writer-director, formerly of the radio division of the U. S. Office of Education, is directing the programs.

FIRST *Columbia Workshop* program to be presented in line with the program's new policy of encouraging new player groups and writers was broadcast March 14 on CBS with members of the staff of KNX, CBS Hollywood affiliate, doing all directing, producing, engineering of the three plays presented. Plays were *Dialogue with Music* by Charles Tracy, *Fraternity Meeting* by Rich Hall of the KNX music clearance department, and *Outside This World*, by Joel Malone, junior continuity writer.

WTMC, Ocala, Fla., in cooperation with the Ocala High School, is presenting two quarter-hour programs daily under the supervision of the students themselves, who prepare their own scripts and arrange their own auditions. Sponsors of the programs are advertisers who have products suitable for students and home owners, and students may also receive actual sales experience by soliciting advertisements for the programs, which feature home economics and speech guidance.

A NEW Pacific Coast series, *Music & American Youth*, devoted to broadcasts presented by school groups of the West, was launched March 2 over the NBC-Red, Saturdays, 6:30-7 p.m. (PST).

PRIZE winners in the Wayne U Broadcasting Guild's second annual script contest, as announced early in March, include: $25 first prize in undergraduate division, to Walter McGraw for the drama, *The Words of Golgotha;* $10 second prize, Max Weinsweig for *Dr. Crane's Operation*. Arch Oboler, NBC author-producer, was judge of this group, with prizes donated by WWJ, Detroit. In the graduate-part-time division, with duplicate prizes by the Guild, first place was awarded Richard Stein for the drama, *Before God;* second to Ralph Nottingham for *Bomber;* third to Martha Jean Barber for *Scoop*. Judges in this division were Mel Wissman, production director, and Myron Golden, WWJ educational director.

INCORPORATING talent from every student department of Minnesota U, KSTP, St. Paul, is preparing a new weekly all-university program scheduled to start soon. The program, built as an entertainment rather than an educational feature, is written, directed, produced and enacted by students. Under present plans, it will be aired from the campus each Saturday evening before a student audience. Make-up of the show is to include a "band of the week", interviews with campus leaders, a five-minute dramatic sketch of some phase of campus life, and a recital by some music student.

SCRIPTS for its *America Works* series have been presented to the local board of education by WHK-WCLE, Cleveland, for use in high school social studies. Produced through cooperation of the association of Grocery Manufacturers' Representatives, the series started on WHK April 10, 1939. Each week it dramatizes the history and development of some leading business concern. Al Llewelyn writes the scripts.

WITH indorsement and cooperation of the municipal public school system, WFIL, Philadelphia, on March 6 started the new *Teacher, I Know* educational quiz program. The Monday evening half-hour, produced by "Hy" Burton, matches two teams of four experts in inter and intra-school quiz competition on topics of scholastic and current interest. Questions are submitted by students all over the city, and contestants are selected by school heads.

MAILED to schools and State civic leaders, a monthly pamphlet, *Texas State Network Public Service Programs*, covering TSN and MBS educational features, is prepared by TSN's educational director, Forrest W. Clough. Exclusive of the MBS features, TSN furnishes 42 public service programs weekly to its 16 stations.

AS AN EDUCATIONAL feature WRVA, Richmond, Va., is airing weekly programs featuring individual or group musical talent of various high schools and colleges in its service area. Most of the programs originate direct from campuses. Walter Bishop, WRVA educational director, arranged the series.

Promises to End License Fees

ELIMINATION of Canada's annual $2.50 listener radio license fee is promised by Dr. R. J. Manion, leader of the Conservative party, in an election statement made at Montreal, March 6. Dr. Manion, who headed the opposition in the last session of Parliament, promises that if elected on March 26 his national government will do away with the license fee and find another method of carrying the Canadian Broadcasting Corp. on a pay-as-you-go basis, which leads to the possibility of the full commercialization of the CBC, now sustained by $2,500,000 annually in license fees and a number of commercial network programs.

Education Project Of CBS Extended To Latin America

Four Already Accept Project; Praised by Secretary Hull

CBS is planning to launch early this fall an international educational radio project called *School of the Air of the Americas* to promote "greater understanding and appreciation on the part of all American nations for each others' culture, history and ideals." Announcement of the project was made by Sterling Fisher, CBS director of education, at the recent 70th annual national conference of the American Assn. of School Administrators in St. Louis.

The institution will be formed by extending the *American School of the Air* program, now heard on more than 100 CBS stations, to Canada and to all of the 20 Latin American republics which accept the CBS invitation to participate. To date Mr. Fisher has received acceptances from Canada, Mexico, Brazil and the Dominican Republic.

Nations to Offer Data

The Ministries of Education of all participating countries are being invited to designate a small group of educational authorities to obtain and transmit each year to CBS materials relating to their country's various fields of culture for the CBS script writers in New York to include in the broadcasts. CBS translators will translate the scripts into Spanish to be sent free of charge to the Spanish-speaking nations. To non-Spanish-speaking countries, scripts will be sent in English, enabling these countries to make their own translations. All scripts will be in such form that each country can broadcast them over its own public or private stations, using its own production and acting staffs and orchestras. The *Teachers' Manual* and *Classroom Guide* furnished by CBS to teachers in this country, will also be supplied in Spanish. Some Spanish-speaking countries, not in a position to put on their own productions, may pick up the programs from short-wave broadcasts and rebroadcast them over their own longwave stations.

According to Secretary of State Cordell Hull in a statement to CBS, "It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the peoples of the American republics and which may be of more general benefit to these countries."

1939 Annual Advertising Award

MAPS

"Research Achievement"

VIGOROUS COPY THAT TELLS YOUR STORY BRIEFLY

LATEST DATA FROM ACCEPTED SOURCES ACCURATELY COMPILED

NO COPYRIGHT FEE

WALTER P. BURN & ASSOCIATES, INC.

7 W. 44TH ST. NEW YORK, N. Y.

920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM

(Participating)

Write for 15 Big Success Stories

WORL BOSTON

1940 *Yearbook* Changes and Corrections . . .

OWNERS of the 1940 BROADCASTING *Yearbook* may keep their volumes up-to-date by making changes and corrections from the stories and items published in the regular issues of the magazine. The following changes and corrections, some representing errors on our part but most of them required because of reports received or actions taken *after* the *Yearbook* had gone to press, will bring your 1940 edition more or less up-to-date as of March 1. Since radio facilities and personnel are in a constant state of flux, there has been no effort in this list to add newly-established stations and companies, to correct the data on all stations and in all departments, or to bring up-to-date miscellaneous logs such as television, facsimile, high frequency etc. These are being reported as they occur. Only the more important corrections and changes, including those called to our attention, are here tabulated. Also not included are the listings of new stations authorized since Jan. 15, 1940. All 1940 new station grants, besides being reported as they occur, will be tabulated quarterly and published in regular editions of BROADCASTING.

Page 62—Delete KUMA, Yuma, Ariz.

Page 66—Under 580 kc., change power of KMJ, Fresno, Cal. to 5,000 day and 1,000 night. Under 940 kc., change power of WICA, Ashtabula, to 500 day. Under 1120 kc., change power of WJBO, Baton Rouge, to 1,000 day and night.

Page 68—Under 1210 kc., add 250 as night power for KXOX, Sweetwater, Tex. Under 1260 kc., change power of KHSL, Chico, to 1,000 day and 500 night. Under 1320 kc., change day power of WADC, Akron, to 5,000. Under 1370 kc., change night power of KVFD, Fort Dodge, to 250.

Page 70—Under 1420 kc., delete KUMA, Yuma. Under 1450 change power of KCMO, Kansas City to 5,000 day and 1,000 night.

Page 72—Under 1010 kc., delete CKCD, Vancouver, B. C. Under 1410 kc., delete CKFC, Vancouver, B. C. Delete also from call letter list. Under 580 kc. change power of CKCL, Toronto, to 1,000.

Page 80—Change Chicago manager of The Katz Agency to Gerald H. Gunst.

Page 82—Change New York representative of WGN to Norman Boggs.

Page 84—Add CKSO, Sudbury, Ont., to All-Canada list. Add WSOC, Charlotte, N. C., to Headley Reed list. Add WLHN, Laconia, N. H., to Joseph Hershey McGillvra list. Add WMBC, Detroit, to Forjoe list. Add KTOK, Oklahoma City and the Oklahoma Network to Arthur H. Hagg & Associates list.

Page 85—Delete KITE, Kansas City, from Radio Advertising Corp. list and add WCAR, Pontiac, Mich. Delete WSOC, Charlotte, N. C., from Sears & Ayer list. Add KFKA, Greeley, Colo., and add KITE, Kansas City, to Howard H. Wilson Co. list.

Page 86—Change address of Ayers-Prescott Inc. to RCA Bldg. Insert Clinton M. Finney as president of Associated Music Publishers, Inc.

Page 90—Change address of Mertens & Price Inc. to 3902 W. 6th St.

Page 103—Delete KUMA, Yuma, Ariz.

Page 104—Indicate power of KHSL, Chico, Cal., as 1,000-LS and 500-N. Show power of KMJ, Fresno as 5,000-LS, 1,000-N.

Page 106—Show Bob Reynolds as commercial manager of KMPC, Los Angeles, and William J. Beaton as merchandising and promotion manager. Show James Dillon as program director of KGB, San Diego.

Page 108—Change commercial manager of KYA, San Francisco, to Charles E. Morin and program director to Richard Ellers. Change chief engineer of KSRO, Santa Rosa, Cal., to Howard McCauley. Show Howard H. Wilson as representative of KFKA, Greeley, Colo.

Page 110—Change power of WJSV, Washington, D. C., to 50,000 watts fulltime.

Page 112—Change manager of WSUN, St. Petersburg, Fla., to Louis J. Link, and chief engineer to William Mitchell. Change chief engineer of WTSP, St. Petersburg, to Garvin McCombs.

Page 114—Change manager of WSB, Atlanta, to J. Leonard Reinsch. Show NBC affiliation for WSAV, Savannah, Ga.

Page 118—Change commercial manager of WFBM, Indianapolis, to William F. Kiley Jr.

Page 120—Change power of KVFD, Fort Dodge, Ia., to 250 fulltime. Change power of KGNO, Dodge City, Kan., to 1,000-LS and 250-N.

Page 124—Change power of WJBO, Baton Rouge, La., to 1,000 fulltime. Change name of licensee of KWKH, Shreveport, to International Broadcasting Corp.

Page 126—Show MBS as network affiliation of WJEJ, Hagerstown, Md.

Page 128—Add Forjoe as representative of WMBC, Detroit. Change program director of WKBZ, Muskegon, to Frank Lynn. Add Radio Advertising Corp. as representative of WCAR, Pontiac. Insert George H. Jaspert as Commercial Mgr. of WTAG, Worcester, Mass.

Page 132—Change representative of KCMO, Kansas City, to Wilson. Eliminate Edgar P. Shutz as commercial manager of WIL, St. Louis. Change commercial manager of KGBX, Springfield, to Gordon Wardell; program director to George E. Wilson and merchandising director to Leslie L. Kennon. Change program director of KWTO, Springfield, to Russ Davis and merchandising director to Leslie L. Kennon. Change power of KCMO, Kansas City, Mo., to 5,000-LS, 1,000-N.

Page 135—Add McGillvra as representative of WLNH, Laconia, N. H. Show CBS as network affiliation of WBAB, Atlantic City. Show KICA, Clovis, N. M., and KWEW, Hobbs, N. M., as fulltime instead of SH. Show KWEW 100 watts fulltime.

Page 140—Delete Al Rose from WMCA, New York City, listing.

Page 142—Change representative of WSOC, Charlotte, N. C., as Headley-Reed.

Page 144—Show WADC, Akron, with 5,000 watts fulltime. Show WICA, Ashtabula, O., as 500-D. Change manager of WHIO, Dayton, to James LeGate. Show NBC-Red as network affiliation of WLOK, Lima; NBC-Blue for WTOL, Toledo.

Page 146—Eliminate Jack Neil as manager of KOME, Tulsa. Change program director of KTUL, Tulsa, to Jack Hoffman. Change program manager of KVOO, Tulsa, to Eddie Coontz. Eliminate G. W. Patterson as chief engineer of KASA, Elk City, Okla. Change representative of KTOK, Oklahoma City, to Hagg.

Page 150—Change commercial manager of WCAU, Philadelphia, to Jack Hammann. Eliminate Richard E. Voynow as commercial manager of WEAN, Providence.

Page 154—Change chief engineer of KFDA, Amarillo, Tex., to Howard Blaker.

Page 156—Change power of KROD, El Paso, to 250.

Page 160—Show 1220 as frequency and 500 as power of KPAC, Port Arthur, Tex.; show MBS as network; add Jack Neil as manager. Change power of KXOX, Sweetwater, Tex., to 250 fulltime.

Page 162—Eliminate construction permit from WLPM, Suffolk, Va. (as of March 17).

Page 164—Show power of KXA, Seattle, as 1,000 fulltime. Delete Leon Crager from KVAN, Vancouver, Wash., listing.

Page 166—Change commercial manager of WHBY, Appleton, Wis., to W. E. McDonald.

Page 168—Change power of CJOR, Vancouver, B. C., to 1,000. Delete CKCD and CKFC, Vancouver (both go off air April 1). Change frequency to CKWX, Vancouver, to 900 and power to 1,000.

Page 171—Eliminate construction permit for CFOS, Owen Sound, and show Ralph Snelgrove as manager. Show All-Canada as representative of CKSO, Sudbury. Change power of CKCL, Toronto, to 1,000.

Page 172—Show Don Insley as commercial manager of CKVD, Val d'Or, Quebec.

Page 174—Show Allan J. Marsh as assistant sales manager; W. H. Ensign, in charge of sales; Jan Coufall, production manager; Howard W. Kramer, picture editor; Ken Niles, Pacific Coast production supervisor.

Page 192—Show Rene Morin as chairman, *not acting chairman;* Brig. Gen. Victor Odlum, vice-chairman; Rev. James Sutherland Thomson, Saskatoon, Sask., new member.

Page 205—Under California, eliminate KEHE, Los Angeles. Under same state, change call letters WHUB, Watsonville, to KHUB.

Page 206—Under Kansas change call letters KGKN to KCKN. Under Florida, eliminate *Reading* (Pa.) *Times* from list of Perry Newspapers after WCOA, Pensacola.

Page 208—Under Nebraska, change call letters WAAW, Omaha, to KOWH.

Page 209—Under Tennessee, add WOPI, Bristol—Licensed to Radiophone Broadcasting Station WOPI Inc.; 50% of stock owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin.*

Page 210—Under Texas, change call letters KGRV, Weslaco, to KRGV. Under Canada, eliminate CKCD and CKFC, both Vancouver, B. C.

Page 211—Show Robert M. Menaugh as Superintendent of House Galley; add D. Harold McGrath as Superintendent of Senate Gallery.

Page 262—Insert John M. Alden Agency 1709 W. Eighth St., Los Angeles.

Page 264—Delete Benton & Bowles-Chicago.

Page 265—Change Brown & Thomas to 10 Rockefeller Plaza, telephone Circle 6-7800.

Page 266—Campbell-Ewald Co. of New York will move April 1 to 1230 Sixth Ave. Under Cecil & Presbrey, New York, insert Edward Tompkins as radio director.

Page 268—Under Donahue & Coe, replace Robert Parman with Rutland Barr.

Page 270—Under Flack Adv. Agency, insert Robert M. Crosier as radio manager.

Page 271—Gerth-Knollin Adv. Agency, Los Angeles, moved to 1709 W. Eighth St. Under Goodkind & Morgan, insert Clyde M. Joice as radio executive.

Page 272—Insert O. J. Hartwig Adv. Agency, 122 E. 42d St., New York, phone Murray Hill 5-5510 (temporary hdqrs.). Under Hellwig-Miller, New York, substitute new name, C. L. Miller Co., and insert Chicago branch, 35 Wacker Drive, Irving M. Tuteur in charge.

Page 276—Under Logan & Rouse Agency, Los Angeles, delete John M. Alden. Under MacManus, John & Adams, insert Los Angeles branch, F. A. Berend in charge.

Page 277—Delete McDougall & Weiss. Add Mortimer W. Mears, 1151 S. Broadway, Los Angeles.

Page 279—Under Howard Ray Adv. Agency, insert Robert Allan as radio director.

Page 280—Change Rosette & Hartwig to Rosette Adv. Agency. Insert Sherman & Marquette, Palmolive Bldg., Chicago, phone Delaware 8000, Henry Selinger, radio director.

Page 281—Under Sternfield-Godley insert Alvin A. Samuels as radio director. Stodel Adv. Co., Los Angeles, moved to 411 W. Seventh St. Under Culbreth Sudler Co. delete R. F. McKee as radio executive.

Page 282—Wales Adv. Co., moved to 580 Fifth Ave., New York, phone Lackawanna 4-1800.

Page 283—Insert Norman Weill Inc., 247 Park Ave., New York, phone Plaza 5-3213. Insert Weiss & Geller, 400 N. Michigan Ave., Chicago, phone Delaware 4317, with branch office at 538 Fifth Ave., New York, phone Vanderbilt 6-6370.

Page 284—Under James Fisher Co., Toronto, delete Ronald Johnston as radio executive.

Page 313—Change address of Canadian Association of Broadcasters to Victory Bldg., Toronto, in both first and fourth columns. See Feb. 1 BROADCASTING for newly elected board of directors.

WWVA Overseas

UNIQUE fan letter was received recently by the *Lone Cowboy* of WWVA, Wheeling, W. Va., from one of the 42 American seamen aboard the *SS City of Flint* during its last voyage, when it was seized by a prize crew from the German pocket battleship *Deutschland.* The writer, Harry Heitzman, of Massachusetts, told how much the American crew had enjoyed the *Lone Cowboy* broadcasts of Western music, heard nearly all the way across the Atlantic, and how earlier when the *City of Flint* had picked up 200-odd *Athenia* survivors, the shipwrecked passengers on the freighter listened to the programs along with the crew. Concluding with a "thank you", Seaman Heitzman requested the words to the song, "I Won't Need My Six-guns in Heaven".

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS-NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

HIT 'EM HARD!
Strike where the irons stay HOT — where incomes are steady and free spending is as much a habit as eating three squares daily! Their buying guide is—
WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

FCC RULES & REGULATIONS
AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS
★
AVAILABLE IN BOOK FORM AT 60c FOR A SINGLE COPY, 50c EACH FOR TWO COPIES OR MORE.
BROADCASTING
Broadcast Advertising
National Press Bldg.
Washington, D. C.

JOSEPH N. WEBER, president of the American Federation of Musicians, is on his way to California, according to reports from AFM headquarters. There he will continue the vacation started in Florida to recuperate from his recent illness, returning to New York about May 1.

LATE *Personal* NOTES

CLINTON G. HARRIS, president of the Clinton G. Harris Adv. Agency, New York, has merged with Wesley Associates, New York, the combined agency to continue under the latter name at 347 Madison Ave. Mr. Harris will handle the former Harris agency accounts and will specialize in merchandising.

TOM HARRINGTON, New York radio director of Young & Rubicam, was in Hollywood during early March to discuss a new contract deal with Jack Benny, star of the Jell-O program, sponsored by General Foods Corp.

HARLAN WARE, author of the *Story of Bud Barton*, broadcast over the NBC-Blue from Chicago, is author of "A Special Glory", a story about a youngster of the present generation published in the March 16 *Colliers*.

JUNIUS TRIBE, formerly with the Utah Power & Light Co., has joined the artists bureau staff of KSL, Salt Lake City. Glenn Lee has been named conductor of the KSL staff orchestra.

JAMES L. FLY, chairman of the FCC, and Alfred J. McCosker, president of WOR and chairman of MBS, will be heard over WOR April 2, 9-9:30 p. m., in a recorded rebroadcast of the addresses they deliver earlier in the day at the Radio Day luncheon of the Advertising Club of New York.

MARIE W. VANDEGRIFT, managing director of WMAN, Mansfield, O., has taken a two months' leave of absence from her duties to go to Chicago to join her husband and daughter.

NED BURMAN, formerly with the RCA television unit at the Golden Gate Fair, has joined the announcing staff of KQW, San Jose, Cal.

WATER KOONS, Russell Nordstrom and Don Glassman, of the NBC publicity staff, have left the organization.

HAWLEY TURNER, formerly of *Comic Weekly*, New York, and previously with Hearst Newspapers on the Pacific Coast, has joined Lennen & Mitchell, New York, as vice-president.

VELDA BRICKLER, formerly a copy writer of Albert Kircher Co., Chicago, has resigned to accept a similar position with Brookes & Sons Co., Chicago.

MARK WOODS, vice-president of NBC, on March 10 left on business for the West Coast to return around the middle of April.

VERA OLDHAM, writer of the *Ellen Randolph* serial sponsored on NBC-Red by Colgate-Palmolive-Peet Co., is recovering from an attack of pneumonia in St. Luke's Hospital, New York, during which she continued to dictate material for the daily scripts.

RUPE WERLING, production manager of WIBG, Glenside, Pa., is the father of a girl born March 9.

A. L. ASHBY, vice-president and general counsel of NBC, March 11 was elected a director of the Railroad Employes Corp., which deals in small loans.

RAY LINTON, head of Ray Linton, Co. Chicago program production firm, on March 1 married Donya Ackley in Louisville, Ky.

BILL O'HOLLARAN, Creighton U journalism and radio graduate, has joined the news and continuity staff of KGNF, North Platte, Neb.

EDGAR T. DARLINGTON, studio-transmitter engineer of WFIL, Philadelphia, has been selected to represent 150 local technicians at the Fifth National Convention of the ACA to be held in Chicago April 8-14.

HAROLD RITTER'S appointment to the commercial staff of KTAR, Phoenix, is announced by Dick Heath, commercial manager.

WALTER G. PRESTON Jr., assistant to John F. Royal, NBC vice-president in charge of programs, has been elected president of the Yale Assn. of Class Secretaries.

RICHARD BROOKS, news commentator; Allen Courtney, stage commentator, and David Lowe, movie commentator, all of WNEW, New York, have bought the summer theatre at Roslyn, Long Island.

WWNC
ASHEVILLE, N.C.
Full Time CBS Affiliate
1,000 Watts
ADVANCE NOTICE TO ADVERTISERS
. . . of what promises to be this resort region's biggest tourist season in a decade! Extra millions to be spent . . . beginning soon! Plan your campaign now . . . over WWNC, the sole blanket coverage of this rich industrial-resort-farming-mining empire!

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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GLENN D. GILLETT
Consulting Radio Engineer
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JOHN BARRON
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Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Wanted: Experienced radio salesman for local station southwestern city, 15,000 population. Must be producer, clean worker; good copywriter. Tell all including salary needed start. Address Box A734, BROADCASTING.

Situations Wanted

Engineer, ten years clear channel station. Desires change. Chief regional or supervisor of group. References. Box A741, BROADCASTING.

Continuity Writer-Announcer: Experienced; spot, commercial and program copy writing; references. Box A735, BROADCASTING.

Continuity Writer. Young, experienced all types writing. Now employed, wishes change. Prefer Midwest. Box A744, BROADCASTING.

Sportscaster wants position with station handling play by play accounts, sports commentary. Box A739, BROADCASTING.

News-Continuity. Experienced newscaster, distinctive voice, writes own script, also continuity, program ideas. Box A743, BROADCASTING.

Announcer-News, programming and dramatic experience. Desire permanent situation. References. Recordings. Box A740, BROADCASTING.

Announcer: with program ideas. Experience versatile. Available May first. Salary secondary consideration. Will send transcription for audition. Box A742, BROADCASTING.

Commercial Manager. Regional, local station. Experienced. Exceptional record. Employed. Interview. Income commensurate ability produce. Box A733, BROADCASTING.

Male Secretary—30—with executive ability desires position in commercial broadcasting. With F.C.C. now and for past six years. University education. Box A748, BROADCASTING.

Young man, experienced radio dramatics. Interested in position on small station as announcer. Object—experience. Transcription available. Box A745, BROADCASTING.

Salesman—Aggressive, dependable, trained in radio and daily newspaper advertising. Now employed. Desires new position in North Central States. Start $35.00 week. Age 27. Single. Write Box A746, BROADCASTING.

Production Man. fourteen years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A737, BROADCASTING.

Experienced program-sales director metropolitan station, seeks position south or west. Salary no criterion. College graduate, 28, currently teaching radio programming—advertising. Presently employed. Box A732, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Salesman: Ten years experience. 1937 sales exceeded $40,000, 1938 $50,000, 1939 $65,000 in small city. Now serving as salesmanager. Desire change. Proven record. I sell ideas and programs—not announcements and time. Qualified for station or commercial manager. Box A738, BROADCASTING.

Wanted to Buy

1 Kw. TRANSMITTER, modern, that will meet FCC specifications. Box A747, BROADCASTING.

MODERN 1 KW. TRANSMITTER meeting FCC specifications for installation within 60 days. Box A749, BROADCASTING.

Manual of Code Rulings Published by the NAB

A "CODE Manual" issued by the NAB Code Compliance Committee and detailing rulings respecting questions raised under the self-regulation mandate, is being distributed to the NAB membership by authority of its board of directors.

The manual, in a loose-leaf binder, is designed to aid stations in self-enforcement of code provisions. In a foreword it is emphasized that the work of the Code Committee is advisory and interpretative and that it will never be "dictatorial or arbitrary".

The manual is broken down to cover interpretations already promulgated dealing with children's programs, controversial public issues, educational, news, religious and commercial programs.

Rubicam an Arbitrator

AN ARBITRATION system for the entire amusement industry has been completed with appointment of Raymond Rubicam, chairman of Young & Rubicam, New York agency, as a member of the board of directors of the American Arbitration Assn. Lucius R. Eastman, chairman of the AAA board, in announcing the affiliation of Mr. Rubicam, said that under the code of fair practices adopted by major broadcasting companies and American Federation of Radio Artists, all controversies involving radio artists and advertising contracts are refereable to arbitration under the AAA rules. Movie and theatrical writers, actors and producers have been using AAA facilities for many years. [For AAA-AFRA-Chicago developments see pags 71.]

New Erie, Pa. Station

A NEW local station for Erie, Pa. was authorized by the FCC March 13 in a tentative decision granting the application of Presque Isle Broadcasting Co. The grant is for 100 watts night and 250 day full-time on 1500 kc. Stockholders are listed as Jacob A. Young, president, 40%; William P. Sengel, secretary, 25%; Gerald P. O'Connor, 25%; B. Walker Sennett, treasurer, 5%; Joseph V. Agresti, 5%. The application was filed in September, 1938.

WCBT are the call letters of the new local station recently authorized by the FCC in Roanoke Rapids, N. C. (BROADCASTING, March 11).

Noxzema to Add

NOXZEMA Chemical Co., Baltimore (skin cream), since Feb. 5 has been sponsoring a weekly quarter-hour program of music titled *Pennies From Heaven* on KOA, Denver, WHEC, Rochester, WBNS, Columbus, and KNOX, Knoxville, and will probably add more stations to the campaign following the success of the unusual cash offer involved. In Denver, Rochester and Columbus, the stations distribute throughout the cities four pennies specially marked with the letters forming the word "Noxzema." Person bringing in a penny before 6 p. m. Friday, the night after the broadcast, receives $25, and after 6 p. m. receives $5. In Knoxville, six pennies are distributed, each earning the finder $10. Ruthrauff & Ryan, New York, is the agency.

M&O Sales Up Again

TOTAL revenue for February, 1940, of local and spot sales on NBC's 15-managed and operated stations was $502,400, an increase of 31% over the February, 1939 total figure of $383,100, according to an announcement March 12 by James V. McConnell, NBC national spot and local sales manager. The January, 1940 total revenue also showed a 31% increase over 1939.

NEWLY-WED Mrs. Jack Kinnebrew Jr., head of the WKY stenographic department, didn't think it was funny when John Donaldson, Oklahoma sales representative for Nash Coffee, Stanley White, WKY salesman (rear) and Daryl McAllister, WKY special events man (right) worked up a publicity gag March 3 to plug Nash Coffee's *I Want a Divorce* program. Tipping off a staff photographer to their plans, the trio slipped one of the big campaign buttons on her dress and proceeded to broadcast her outraged remarks. Mrs. Kinnebrew was formerly Mary Metcalfe and had been a wife for six days only.

STILLICIOUS QUIZ
Youngsters Get Prizes in 'Quizaroo' Series

CHOCOLATE PRODUCTS Co., Chicago (Stillicious Vitamix), on March 16 starts for 13 weeks a weekly half-hour children's quiz program, *Stillicious Kids Quizaroo*, on three CBS California stations (KNX KARM KSFO), Saturday, 10-10:30 a. m. (PST). Program will originate alternate weeks from Hollywood and San Francisco, with Wen Niles of KNX and Art Link-later of KSFO acting as masters of ceremonies.

Four teams of three youngsters each, from 9 to 15 years of age, will be pitted against each other weekly. From winning teams of first 11 weeks will be selected groups to participate in the all-California playoff grand championship which is to occupy the final two weeks.

Cash prizes will be given victorious teams weekly. Awards are also to be given outstanding individuals of each team. Every contestant is to receive $1 and a 20-ounce tin of Vitamix for participating. More than 200 children, who are to be invited as studio audiences each week, will also receive a tin of the product. An extensive merchandising and promotion campaign will be conducted. Placards for schools and organization bulletin boards have been distributed and letters are being sent to various groups inviting them to participate.

The same company is currently running a school quiz program on WCAU, Philadelphia, Saturday mornings; *Story Man*, five-weekly quarter hours on WTCN, Minneapolis; *Dan Dunn*, thrice-weekly quarter-hour transcribed show on KDAL, Duluth, and participation announcements on KFOR, Lincoln, Neb., for Stillicious Vitamin B chocolate milk mix. McCord Co., Minneapolis, handles the account.

Mello-Glo's Boston Tests

MELLO-GLO Co., Boston (cosmetics) is runing a test campaign of participation announcements, chain breaks and a 15-minute show in its home market. Participation on *Caroline Cabot's Shopping Service* has been signed for 13 weeks, and *Hollywood Highlights*, quarter-hour local show, will run for 22 weeks on WEEI. Chain-break announcements will run for an indefinite period on WNAC. H. W. Kastor & Sons, Chicago, handles the account.

Wahl Plans Quiz

WAHL Co., Chicago, is planning a quiz program in the interests of Wahl-Eversharp fountain pens and pencils to start the middle of March on NBC-Blue. No details on the new program have been released as yet. Biow Co., New York, handles the account.

RUSSELL-MILLER Milling Co. has added KGLO, Mason City, Ia., to its special network carrying *Meet Ma Brown*, telephone quiz program originated by WNAX, Yankton, S. D., Other stations are KRNT, Des Moines, and WMT, Cedar Rapids, constituting an Iowa network. The same program theme, originated by WNAX, is being used on other stations in the Midwest for Occident Flour, product of Russell-Miller Milling Co.

Your Gracious Host..from Coast to Coast

IN NEW YORK..

The Gotham

IN CHICAGO..

The Drake

The Blackstone

IN LOS ANGELES..

The Town House

IN BELLEAIR, FLA..

Belleview Biltmore

A. S. KIRKEBY, Managing Director

KIRKEBY HOTELS

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20%

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to *stop* waste permanently!

For Free Telegraph File-Analysis—With No Obligation to You—Wire Collect: *C. B. Allsopp, Postal Telegraph, 253 Broadway, New York City.*

WIRE COLLECT:

Postal Telegraph

Intercollegiate 'Chain' Organized in the East By Brown U Students

AN INTERCOLLEGIATE network for interchange of programs is being developed in a dozen eastern universities following formation recently of Intercollegiate Broadcasting System at a meeting called by "Brown Network" at Brown U. The Brown "station" brings daily "wired radio" programs to dormitories and fraternity houses over a 30,000-foot net of transmission lines. The Brown Network, pioneer in campus broadcasting, is headquarters for the new intercollegiate organization.

Charter members of IBS include Brown, Cornell, Columbia, Holy Cross, Pembroke, Rhode Island State, St. Lawrence, University of Connecticut, Wesleyan and Williams. Fifteen other colleges and universities extending as far West as Colorado either have campus stations under construction or projected.

The first intercollegiate broadcast is scheduled for mid-April. At least five eastern colleges, including some of the charter members, will be linked together by a combination of telephone lines or shortwave. Experimental exchange broadcasts of recordings are now being tried among the member colleges which have their stations finished.

While the system is "a non-profit association for the furtherance of education, entertainment, and good will among the member colleges," according to the executive committee, plans are being discussed to make the system self-supporting by soliciting advertising contracts. All proceeds, however, are to be turned back for improved facilities.

Willard Adds 4

WILLARD TABLET Co., Chicago (stomach tablets) has expanded its varying schedule of 5 and 15-minute broadcasts, using local talent, to WWL, New Orleans; WTMV, East St. Louis, Ill.; WDZ, Tuscola, Ill.; WIBC, Indianapolis. Other stations being used are: KID WJJD WLS WGBF WIBC KOAM KITE KWTO WMMN WWVA. First United Broadcasters, Chicago, is agency.

PATRICK L. CARTY, associated with Media Records Inc., since its establishment in 1928, has been elected president, succeeding the late Charles E. Rock. William D. Nugent becomes vice-president and continues in charge of sales.

KGVO

Dominates the largest wholesale center between Butte and Spokane.

Statistics prove it!
Advertisers know it!
Send for ALL the facts.

National Representatives
BURN-SMITH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOULA • MONTANA

NOT ORCHIDS exactly, but a floral blanket went to this sleek greyhound for winning the special "Twenty Grand Cigarettes Handicap" of the Jacksonville Kennel Club in Florida the night of Feb. 28. Several thousand spectators witnessed the greyhound race, promoted as a special feature of the meeting by WJAX, Jacksonville, for Axton-Fisher Tobacco Co., sponsoring *George Weeks' Sports Review* daily on the station. In the winner's circle at the track, beside the uniformed trainer, stand (l to r) Pat H. Montgomery, Florida manager for Axton-Fisher, who made the floral award; John T. Hopkins III, WJAX manager, and Harry E. Cummings, regional radio station representative of Jacksonville. Weiss & Geller Agency, New York, handles the Axton-Fisher account.

British Liner's Arrival Is Given Wide Coverage

WHEN the giant British liner *Queen Elizabeth* arrived in New York March 7, WOR, Newark, and WHN, New York, covered the event more completely than the other New York stations, which devoted only special bulletins and regular news broadcasts to the arrival.

Dave Driscoll of the special events division of WOR, Newark, broadcast the earliest eye-witness accounts of the ship's arrival from an Eastern Air Lines plane off Long Island, and later conducted a two-way conversation with John Gambling in the WOR studios during the *Musical Clock* program. Driscoll and Cameron King, WOR's authority on maritime matters, described the vessel's passage up the harbor and Al Josephy of WOR special events broadcast the description of the *Queen* as she docked at Pier 90.

WHN, New York, was the first station to bring listeners a word picture of the actual docking of the liner at 4:15 p. m. George Hamilton Combs, Jr. and Robert Stevenson of WHN described in detail the crowds greeting the ship, and Combs was the only radio commentator to make the trip aboard the cutter with newspaper men to the ship at quarantine.

TWO Westinghouse shortwave stations, WPIT, Pittsburgh, and WBOS, Boston, are beaming the Westinghouse-sponsored *Musical Americana* program to South America, South Africa and Europe. The program, heard at 8 p.m. Thursdays with repeat at 11:30 on NBC-Blue, is shortwaved simultaneously during the broadcasts and by delayed broadcasts on Fridays.

Tulsa Blankout

KVOO, Tulsa, had to call on the U. S. Army to help complete one of its programs March 10. Announcer Herb Lateau, Engineer Gil Owenby, the KVOO sound truck and a recorder were sent 30 miles to Claremore, Okla., to record a presentation to Gen. Alva J. Niles of Gov. Leon C. Phillips' "first citizenship" citation. But when the crew arrived, they found they'd forgot to bring any blank records. An Army plane was pressed into service to whip back to Tulsa and pick up a couple.

NEW FM STATION GRANTED CROSLEY

CROSLEY Corp., operating WLW and WSAI, Cincinnati, on March 12 was granted a construction permit by the FCC for a new experimental high-frequency broadcast station in Cincinnati. The Commission said Crosley proposed a broad investigation of relative merits of FM and the present standard broadcast system and of wide and narrow band FM in transmitting high-fidelity programs, with attention to receivers suitable for dual operation.

The station proposes to operate on 43,200 kc. with 1,000 watts. The antenna is planned atop Carew Tower, one of the tallest buildings in the Midwest. The grant was subject to change or cancellation at any time without notice or hearing.

The FCC also authorized Westinghouse high-frequency broadcast station W1XK to move its FM transmitter from Boston to Hull, Mass., for operation on 42,600 kc., 1,000 watts. General Electric was authorized to move W2XOY from Albany, N. Y. to New Scotland, N. Y., and increase its power from 150 to 1,000 watts and install new equipment to operate on 43,200 kc. with FM emission.

SERIES of half-hour dramatic scripts titled *First Person Plural* will be available March 15 to stations and sponsors through Script Library, subsidiary of Radio Events, New York. Weekly programs are divided into two quarter-hour sections, the first featuring the characters who will act in the second part directing themselves to the audience in the way of introduction. Twelve stations will start broadcasting the program during the first week it is introduced, March 15-22, according to Joseph M. Koehler, president of Radio Events. These are WTIC KGLO WMAS WESX KOIN WWSW WCHS WOW WRJN KFRC KFOX WRUF.

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

One New Station Authorized by FCC

Puerto Rico Granted Local; KARK Increased to 5 kw.

IN ONE of the biggest routine dockets it has handled for several months, the FCC at its meeting March 12 authorized one new station, granted one regional (KARK, Little Rock) increased day and night power of 5,000 watts and authorized a number of miscellaneous modifications and power increases. It also ordered minor changes in rules. Because of the absence of a quorum March 4 the Commission did not hold its regular weekly broadcast meeting and doubled up March 11.

The new station in San Juan will be Puerto Rico's sixth outlet, and was granted, with 250 watts on 1500 kc., to Puerto Rico Advertising Co. The same company, owned by Ralph Perez Perry, Andres Camara and Esperansa de Defillo, also owns WPRA, Mayaguez, a local on 1370 kc. recently authorized to become a regional with 1,000 watts night and 5,000 day on 780 kc. It is also an applicant for a new local in Arecibo, Puerto Rico. Still another application for a new station in San Juan is pending before the FCC—that of Caribbean Broadcasting Co., headed by Juan Piza, owner of WNEL, San Juan, which seeks 250 watts on 1500 kc.

Little Rock Grant

KARK, operated on 890 kc., was authorized to install new equipment and increase its power from 1,000 to 5,000 watts day and night, employing a directional antenna.

WMOB, Mobile, was granted a modification of license to operate fulltime in lieu of daytime with 100 watts power. KYCA, Prescott, Ariz., was granted an increase from 100 to 250 watts.

The only cloud on the FCC's recent grant of a new regional station to Independent Merchants Broadcasting Co., Minneapolis-St. Paul, was cleared up March 12 with the dismissal of the petition of William Amesbury, Minneapolis *Shopping News* publisher seeking hearing on his application for a new station and objecting to the recent grant of a new station with 1,000 watts on 1300 kc. to Independent [BROADCASTING, Feb. 1, 15]. The Commission announced it had dismissed the petition for hearing and the protest against its action of Jan. 17 in granting the new station to the firm headed by former Judge John P. Devaney.

The FCC administrative board granted modification of a construction permit for the Devaney station, to be known as WLOW, for a transmitter site in St. Paul rather than Minneapolis.

The Commission approved a revised form of application for admission to practice before it, which includes a provision for statement by the applicant attorney as to whether or not he has been suspended or disbarred from practice before any governmental agency.

Another rule amendment to Section 3.51 (a) (2) of the rules governing standard broadcast stations extended the time within which existing stations are required to determine the operating power by the direct method from July 1 to Dec. 1, 1940. This amendment was occasioned by the delay in effectuating the Havana Treaty.

AFM Local Negotiation Altering Few Contracts

ABANDONMENT of the national plan of settlement between the American Federation of Musicians and the network affiliated stations has made little change in the situation, according to Thomas Gamble, assistant to the president, AFM.

Copies of new contracts, individually negotiated between local stations and local unions, are slowly coming into the union headquarters, he said, and for the most part they are duplicates of former contracts drawn up in accordance with the agreement worked out more than two years ago by the AFM board and the Independent Radio Network Affiliates negotiating committee. In many cities, he added, station-union relationships are being continued without new contracts, so the total effect is that the general employment of musicians in radio is just about what it has been.

MUSICIANS STRIKE AT KWK SETTLED

AMICABLE settlement of a strike of union musicians at KWK, St. Louis, was announced March 7 after a week during which the musicians were idle because the station had refused to capitulate to demands for increased pay.

While no formal word was forthcoming either from the station or St. Louis Local No. 2, it was generally believed in broadcasting circles that the settlement was on virtually the same basis as the former employment contract. The union had sought an increased scale from $52.50 per man to $60 along with a minimum guarantee of 11 rather than 10 men. The strike was called March 2 at a time when Robert T. Convey, KWK president, was in New York. The musicians returned to work March 9.

Ray Dady, KWK manager, handled the preliminary conversations with the union and sought to defer the strike until Mr. Convey's return. The union declined, however, and called the strike. Exact terms of the settlement will be divulged after further conversations between Mr. Convey and the union. Mr. Convey was represented as being "entirely satisfied" with the outcome.

Salesmen Join CIO

TIME salesmen of WFIL, Philadelphia, have signed a two-year contract with Local 28 of the American Communication Assn., whereby they will be paid a salary plus a smaller percentage on all time sales rather than the usual 10-15% commission accounts sold. WFIL technicians have been under ACA pacts since 1937, while the station's announcing-production staff last year signed an ACA contract providing usual safeguards and advantages in addition to set fees on all commercial programs.

WDAS-ACA Renewal

ENGINEERS of WDAS, Philadelphia, have renewed for another two years their contract with Local 28 of the ACA, which they have had since 1934. Hours have been reduced from 48 to 40, which, together with an advance in pay scale, netted the engineers a 30% increase in salaries.

RESTING at the press table after victuals and between interviews are these three Midwest special events aces—(l to r) Ed Linehan, program manager of KSO-KRNT, Des Moines; Dale Morgan, news and special events announcer of KSO-KRNT, and Foster May, news editor of WOW, Omaha—as they covered the National Farm Institute in Des Moines late in February. Four stations and three national networks covered the event, at which leading national experts on agriculture, labor and industry discussed "The American Farmer and the European War" before 1,000.

A Life Saved

WBIG, Greensboro, N. C., was praised by Dr. Samuel F. Ravenel, a local specialist in children's diseases, in a letter to Maj. Edney Ridge, general manager, relating how a 2-year-old boy had been brought to the hospital as a charity patient, with a blood transfusion the same night considered necessary to save his life. WBIG was asked to appeal for a Type 2 donor. Though it was after 11:30 p.m., seven Type 2 donors came to the hospital and 23 more called within 30 minutes. Stephen Douglas (great-grandson of Stephen A. Douglas, who ran against Abraham Lincoln for the presidency of the United States) was the first volunteer and his blood was accepted. The lad recovered.

Bulova to Contact AFM

ARDE BULOVA, chief owner of WPEN, Philadelphia, and WOV, New York, who returned via *Clipper* plane from Europe March 12, will personally attempt to reopen negotiations with the American Federation of Musicians in an attempt to solve the deadlock which has resulted in a musicians' strike against both stations, it is reliably reported. Meanwhile, the stations are making use of recorded music to replace their former employes who are now picketing the studios.

LANG-WORTH
planned programs

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WLW Weather Service

WLW, Cincinnati, planning to establish a weather report service, has appointed James C. Fidler, meteorologist, as a member of the WLW staff. Cooperating with the U. S. Weather Bureau and using reports of the airways radio system of the Civil Aeronautics Authority and the facilities of the Abbe Observatory, the contemplated weather service will furnish climatic data on a country-wide basis. In addition reports on road conditions and river stages will be included. While a student at Ball State Teachers' College in Muncie, Ind., Fidler became interested in weather studies and organized a weather station there. At the same time he started twice-weekly weather broadcasts on WLBC, Muncie, which later became a daily feature.

NAPA Asks Shift

PETITION to transfer the suit of the National Association of Performing Artists against WPEN, Philadelphia [BROADCASTING, March 1], from the Court of Common Pleas in Philadelphia County to the Federal District Court for the Eastern District of Pennsylvania is being filed by the station's attorneys. Petition states that he conroversy involves sums in excess of $3,000 and so is a fit subject for consideration by a Federal Court; also that the suit is actually between NAPA and WPEN and that the other defendants (sponsors of programs of phonograph records on WPEN) are improperly joined.

P & G Drops Fidler

PROCTER & GAMBLE Co., Cincinnati, on April 23 will discontinue the *Jimmie Fidler* program for Drene, currently on 30 CBS stations, Tuesday, 7:15-7:30 p.m. The company has sponsored Fidler for the past three consecutive years. Blackett-Sample-Hummert, Chicago, is agency.

MEDIA PROMOTION ASSN., open to all engaged in media promotion in San Francisco, recently was formed in the Golden Gate city, with a number of radio men on the membership. Thor Smith, promotion manager of the *Call-Bulletin*, was named chairman of the group and R. S. Oppenheim of *Western Advertising*, is secretary. Among the radio members are Milton Samuel, NBC; Bob McAndrews, NBC; Bob Dumm, KSFO; Gary Kreidt, KFRC; William Shea, KYA; W. C. Grove, KSAN.

Political Bookings Heavy in Canada

PRIVATELY-OWNED Canadian broadcasting stations sold Canadian political parties 124 hours and 55 minutes of time during the last two weeks of February when political broadcasting for the Federal election March 26 and the Alberta provincial election March 21 began, according to a count by the Canadian Broadcasting Corp. This total includes time sold locally and on regional networks. No time is being sold on national networks, the stations on the CBC national commercial chain each contributing 12 3/4 hours of free time.

Stations have had trouble finding enough paid time of the political broadcasts to meet the demand of the various parties. The regulations set forth by a joint administrative committee of the broadcasters, the political parties and the CBC [BROADCASTING, Feb. 15] have been enforced, and in only a few cases have two political broadcasts been permitted without at least a 15-minute break for a sustaining or commercial program.

Because of the amount of time demanded by political parties, far beyond expectations, commercial bookings have been difficult to make and radio advertisers have marked time with new spring and early summer campaigns until the elections.

The tabulating by the CBC station relations department is made from large charts for each stations showing the actual times political broadcasts have been scheduled. Permission for all political broadcasts, whether local or regional, must come from the CBC. Back of the chart system is a desire for proper programming and a control so that no one party will buy up all broadcast time available on any station or group of stations. There must be a lapse of 15 minutes between each political broadcast if possible.

Censorship regulations have not caused station managers any trouble, it is understood, ten censors being available throughout Canada in case of difficulty in interpreting war-time regulations. The station manager is responsible for enforcement of these regulations over his own station, and all speeches must be okayed by him within the censorship rules.

A complete tabulation of the paid time used by the election campaign will not be available until the election is over.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 29 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 1

MISCELLANEOUS—WWRL, Woodside, Long Island, effective date temp. auth. to use former WMBQ hours continued; WOAI, San Antonio, granted CP change equip.; WHAS, Louisville, granted mod. license to Courier-Journal & Louisville Times Co.; W9XAZ, Milwaukee, granted license high-freq. 500 w; WFDF, Flint, Mich. continued for two weeks petition to intervene WFDF, Flint, Mich., applic., and opposition Thumb Bcstg. Co., Brown City, Mich.; WSB, Atlanta, dismissed without prejudice petition intervene KXL applic. and KTRB, Modesto, Cal.; L & M Bcstg. Co., Ottumwa, Ia., granted continuance hearing; WWRL, Woodside, granted extension of time to file proposed findings in Brooklyn cases.

MARCH 4

MISCELLANEOUS — WTAL, Tallahassee, Fla., continued hearing on renewal applic.; W1XSO, Hartford, Conn., granted exp. license F-M 1 kw; W9XWT, Eastwood, Ky., granted license CP facsimile, exp.

MARCH 5

KALE, Portland, Ore.—Granted mod. CP increase D to 5 kw, new trans, etc., extending completion.

NEW, Martinsville Bcstg. Co., and Patrick Henry Bcstg. Co., Martinsville, Va.—Postponed oral argument to 3-14-40.

MARCH 7

MISCELLANEOUS — KXL, Portland, Ore.; KTRB, Modesto, Cal., granted KXL petition to consolidate applics.; KSTP, St. Paul, granted mod. license to KSTP Inc.; KVFD, Fort Dodge, Ia., granted mod. license move studio to Warden Bldg. and for CP increase to 250 w N & D; KSL, Salt Lake City, granted license new trans.; WSAM, Saginaw, Mich., granted mod. CP new station re antenna, trans., studio; WKNY, Kingston, N. Y., granted license increase to 250 w unl.; WBBC, Brooklyn, granted intervention applic. Harold Thomas, Bridgeport; WCCO, Minneapolis, granted intervention WNYC applic.; KFJB, Marshalltown, Ia., granted intervention applic. J. D. Flavey, Ottumwa, Ia., also L & M Broadcasting Co., Ottumwa; Lookout Mountain Co. of Ga., Chattanooga, granted continuance hearing to 4-1-40.

MARCH 12

KARK, Little Rock, Ark.—Granted CP increase to 5 kw N & D, new equip., directional.

WRUW, Boston—Granted mod. license add 11790, 15250 kc.

WMOB, Mobile, Ala.—Granted mod. license to 100 w unl.

KYCA, Prescott, Ariz.—Granted mod. CP increase to 250 w unl.

W2XD, Schenectady—Granted CP reinstate television station.

WEAF, New York—Granted mod. CP directional antenna.

NEW, Puerto Rico Adv. Co., San Juan—Granted CP 1500 kc 250 w unl.

KMA, Shenandoah, Ia.—Granted vol. assignment license to May Bcstg. Co.

WHO, Des Moines—Granted extension exp. auth. facsimile.

W1XK, Hull, Mass.—Granted mod. CP high-freq. FM station to move Boston to Hull.

W2XOY, New Scotland, N. Y.—Granted CP increase power FM, new equip., move from Albany.

NEW, Crosley Corp., Cincinnati—Granted license FM 43200 kc 1 kw.

WSAL, Salisbury, Md.—Granted oral argument 3-28-40 on revocation of license.

KWBD, Plainview, Tex.—W. B. Dennis ordered to show cause by 3-29-40 why CP issued 7-12-39 should not be cancelled.

WOV, New York—Granted license 1100 kc 5 kw unl.

WJEJ, Hagerstown, Md.—Granted license increase to 250 w unl.

KWAT, Watertown, S. D.—Granted mod. CP re trans., antenna; granted license.

WOLF, Syracuse—Granted mod. CP re antenna, trans.

SET FOR HEARING — World Peace Foundation, Oakland, applic. CP developmental station 250 w; WJHL, Johnson City, Tenn., CP change equip., directional antenna, increase to 1 kw, shift to 880 kc.; WFDF, Flint, Mich., CP new trans., directional N, increase to 1 kw, move to 880 kc., to be heard jointly with Thumb Bcstg. Co. applic., and WJHL.

MISCELLANEOUS—New, Wm. Amesbury, Minneapolis, dismissed petition for hearing, protest and request to vacate grant 1-17-40 of Independent Merchants Bcstg. Co. applic. in Minneapolis; WPIC, Sharon, Pa., denied immediate grant CP increase to 1 kw, extended for 10 days time to file proposed findings; WEVD and WMBR, New York-Brooklyn, denied reconsideration and rehearing re applic. WFBC CP increase power, and Commission modified its order of 12-5-39 granting WFBC increase power to make it conditioned on approval of antenna site; WMFF, Plattsburg, N. Y., denied rehearing CP applic. for new trans., etc. (denied 11-9-39); KTAR, KOY, Phoenix, denied rehearing petitions re applic. M. C. Reese for new station in Phoenix 1200 kc 100-250 w unl., granted 1-26-40; WLAW, Lawrence, Mass., denied rehearing applic. WPTF 680 kc 5 kw unl., granted 1-9-40; KFI, Los Angeles, denied rehearing applics. KERN, Bakersfield, change to 1380 kc 1 kw unl. and KOH, Reno, change to 630 kc 1 kw unl. direction, both granted 12-20-39.

MARCH 13

KOY, Phoenix—Granted change from 1390 kc 1 kw unl. to 550 kc 1 kw unl.

Applications . . .

MARCH 1

WOV, New York—License new station.

NEW, Dalton Bcstg. Corp., Dalton, Ga.—CP 1200 kc 250 w unl.

KWAT, Watertown, S. D.—License new station.

KSFO, San Francisco—CP change to 740 kc 50 kw unl., new equip.

KSRO, Santa Rosa, Cal.—Vol. assign. license to Ernest L. Finley.

WJEJ, Hagerstown, Md.—License increase power, change equip.

NEW, Allegheny-Kiski Bcstg. Corp., New Kensington, Pa.—CP 1420 kc 100 w unl.

KRLH, Midland, Tex.—CP change to 630 kc 500 w 1 kw, new trans., antenna.

NEW, Keys Bcstg. Co., Key West, Fla.—CP 1310 kc 250 w unl.

WSM, Nashville—CP F-M 1 kw.

NEW, Commercial Radio Equip. Co., Kansas City—CP F-M 500 w.

MARCH 5

W2XVP, New York—License high-freq.

WPIT, Saxonburg, Pa.—CP move trans. to Hull, Mass. increase to 50 kw.

NEW, Boston Edison Co., Boston—CP video 10 kw.

NEW, Caribbean Bcstg. Assn., San Juan, P. R.—CP 1500 kc 250 w unl.

WBAB, Atlantic City—Mod. license to 250 w N & D.

WLTH, Brooklyn—CP increase to 1 kw.

WKAR, Lansing, Mich.—CP new trans., increase power, move trans.

NEW, Robert V. Lee, Bradenton, Fla.—CP 1120 kc 250 w unl., Class IV.

WJHO, Opelika, Ala.—Mod. CP new station re trans., studio sites, new equip.

WDZ, Tuscola, Ill.—Mod. license to 5 a. m. to LS.

NEW, George F. Meyer, Medford, Wis.—CP 1310 kc 250 w D, amended to 1500 kc 100 w unl.

FM Recess

HEARINGS on frequency modulation which begin March 18 before the FCC en banc, will be recessed March 19 until March 21 to permit the Commission to devote a full day to handling of routine decisions. In order to keep its routine work current, the FCC decided on this procedure at its regular meeting March 13.

MARCH 6

WIOD-WMBF, Miami—Transfer control to Miami Daily News Inc.

WGTC, Greenville, N. C.—Mod. CP to 250 w unl.

WKAT, Miami Beach, Fla.—CP change to 1330 kc 1 kw.

WGRC, New Albany, Ind.—CP change to 1040 kc 1-5 kw, move studio to Louisville.

MARCH 8

WBCM, Bay City, Mich.—Mod. license to 1 kw N & D.

World Bcstg. System, New York — CP high-freq. F-M, 1 kw. Scranton Bcstrs., Scranton, Pa.—CP F-M 1 kw.

WSFA, Montgomery, Ala.—Mod. license to 1 kw N & D.

NEW, Huntsville Times Co., Huntsville, Ala.—CP 1200 kc 100 w unl., facilities WBHP.

WBOW, Terre Haute—CP change equip.

WROK, Rockford, Ill.—Mod. license to 1 kw N & D.

World Bcstg. System, Chicago—CP F-M 1 kw.

World Bcstg. System, Hollywood—CP F-M 1 kw.

KYUM, Yuma, Ariz.—License new station.

KOB, Albuquerque, N. M.—CP increase to 50 kw.

MARCH 9

WFAS, White Plains, N. Y.—CP new trans., increase to 250 w.

NEW, Stephen R. Rintoul, Stamford, Conn.—CP 1370 kc 250 w unl.

WLLH, Lawrence, Mass.—License extend synchronous station.

WKZO, Kalamazoo—License as mod. change hours, directional N.

KTRH, Houston—CP increase to 5 kw N & D, Class III-A.

WHMA, Anniston, Ala.—License increase power.

NEW, Luther E. Gibson, Vallejo, Cal.—CP 1490 kc 250 w unl., contingent Havana pact, asks Class IV.

MARCH 11

WJSV, Washington—License new trans., increase power, directional, move trans.

NEW, Maryland Bcstg. Co., Baltimore—CP 1210 kc 250 w unl., Class IV.

NEW, Scott Howe Bowen, Rome, N. Y.—CP 1420 kc 250 w unl., Class IV.

NEW, Peninsula Bcstg. Co., Salisbury, Md.—CP 1200 kc 250 w unl., facilities WSAL, amended to 1500 kc, omit request WSAL facilities, change corporate structure.

WEGM, New York—CP move trans.

KPRC, Houston—CP increase to 5 kw N & D directional N.

WGST, Atlanta—CP increase to 5 kw N & D directional N.

MARCH 12

WCAR, Pontiac, Mich.—CP change to 1 kw unl., directional N.

WARM, Scranton, Pa.—Mod. CP change antenna, increase to 250 w N & D.

WMAZ, Macon, Ga.—CP change to 1250 kc unl., directional N.

NEW, Atlantic Bcstg. Corp., Miami Beach, Fla.—CP 1500 kc 250 w unl., contingent grant change in frequency to WKAT.

WSIX, Nashville—CP FM 43200 kc 1 kw.

MARCH 13

W2XOR, Carteret, N. J.—License high-freq.

WSYR, Syracuse—CP new trans.

WMSD, Muscle Shoals City, Ala.—License change equip., amended to increase power.

NEW, Leonard L. Abess, Miami Beach, Fla.—CP 1500 kc 250 w unl., asks WKAT facilities if granted freq. change.

WLAK, Lakeland, Fla.—Transfer control to Fla. West Coast Bcstg. Co.

Socony Scoop

SCOOP on the New York arrival of the *Queen Elizabeth*, British luxury liner, is claimed by Socony-Vacuum Oil Co. and its agency, J. Stirling Getchell, in the oil company's radio and newspaper advertising. At the first rumor of the ship's arrival, the Socony-Vacuum advertising department and the agency got busy on copy playing up the use of Socony-Vacuum oil on the world's largest sea vessel. With copy for a 1500-line pictorial ad approved, radio commercials were prepared and telephoned to stations in Albany, Utica, Syracuse and Buffalo. When the ship entered its Hudson River pier, papers were on the streets and announcements on the air relating Socony-Vacuum's part in the successful transatlantic run.

Ol' Man River

LOCATED on a tip of San Francisco Bay, the transmitter plant of KQW, San Jose, was all but caught in the recent Northern California floods—high water reached to within six inches of the transmitter floor. Although the station lost no air time, all roads leading to the transmitter were flooded. Chief Engineer Ced Davey and one of his assistants, Sam Melnicoe, took their camping outfits to the plant and spent a couple days eating their own cooking.

Case Recovering

HAVING passed the crisis following an attack of pneumonia, FCC Commissioner Norman S. Case was reported to be recovering March 13 at his home in Washington. Gov. Case has been absent since Feb. 20 due to a foot infection. He apparently contracted pneumonia March 4 and ran a high fever several days.

THREE members and one ex-member of the staff of KPO, San Francisco, boast a total of 53 years service with the station. Standing at the new orthocoustic recording equipment are (l to r): Don Thompson, Paul Gates, Curtis Peck, now chief engineer of KGO-KPO, and Max Loewenthal, inventor, who spoke on KPO back in 1922, the year the station took the air.

Mexican Approval Of Radio Treaty On Way to Cuba

FCC Prepares Allocations; May Defer Date of Shift

ASSURANCES have been received from Mexico by the State Department that filing with the Cuban Government of Mexico's ratification of the Havana Treaty, upon which hinges a Continental broadcast reallocation, will be effected without further delay.

The Department was advised that the Mexican Ambassador to Cuba, Ruben Romero, left March 11 for Havana to deposit the treaty papers—the last essential act before the government parties to the broadcasting agreement will formally file their allocation with Cuba as the host nation.

While the FCC awaits this final move, it is whipping into shape completion of six separate lists dealing with domestic allocations which would be effected under the treaty terms. The tentative date of Aug. 1 arbitrarily set for the allocation probably will be extended until later in the year.

Possible Conflicts

The allocation tables, it was indicated, might require from two to four weeks to complete since they are subject to preliminary FCC approval. Other nations — Canada, Mexico and Cuba—also must file their lists for interchange, so that an engineering conference of the nations can be called to work out conflicts which inevitably will develop.

Meanwhile, some concern was being evinced over shifts in assignments of high-powered Mexican border stations, causing interference in this country. A new official log of the Mexican Government indicated several such changes, all of which apparently have not yet been effected. In any event, it was likely that immediately following filing of the treaty papers in Havana by Mexico, overtures might be undertaken to clear up these interference situations.

It was taken or granted in official circles here that the shifts of high-powered Mexican stations, such as the Brinkley and Baker outlets, from Canadian to domestic channels are simply temporary expedients and will be eliminated when the treaty becomes effective.

The newest Mexican log, dated March 6, shows XEAW, Reynosa, operated by Carr Collins, executive of Crazy Water Crystals Co., as assigned to 1050 kc., the clear channel of KNX, Los Angeles, after having operated on 960 kc. with rated power of 100,000 watts. Since that date, however, because of reported interference not only to KNX but to KRLD, Dallas, on adjacent 1040 kc., it is reported the station has shifted to 1020 kc. on which KYW, Philadelphia, is the dominant station.

FCC's Statement

The new Mexican log also shows XENT, Villa Acuna, operated by Norman T. Baker, former Muscatine, Ia., broadcaster, whose station was deleted a decade back, as assigned to 810 kc., clear channel occupied by WCCO, Minneapolis, having shifted from 910 kc. As far as could be ascertained, however, the station has not yet changed its assignment.

Similarly, the 180,000-watt XERA, operated by Dr. John R. Brinkley, was listed on 960 kc., replacing XEAW, and having shifted from 840 kc. but there was no verification.

In connection with the impending reallocation, the FCC March 13 made the following announcement:

Under date of Jan. 25, 1940, Mexico ratified the North American Regional Broadcasting Agreement. In order to place the allocation plan set forth in this agreement in effect, the frequency assignments of a majority of standard broadcast stations must be changed. Resistance measurements made in accordance with the Standards of Good Engineering Practice for the presently assigned frequencies will not be sufficiently accurate for the frequencies assigned under the agreement.

The time within which *existing* standard broadcast stations shall have made the necessary measurements and obtained authority to determine the operating power by direct measurement of the antenna power as required by Section 3.51(a) (2) is hereby extended from July 1, 1940 to Dec. 1, 1940.

This in no way affects the requirements as now set forth in Section 3.51 with respect to new standard broadcast stations, nor does it affect the requirements of the Standards of Good Engineering Practice in that the power shall be determined by the direct method when making field intensity measurements.

'Showcase' Pushed

ALTHOUGH proposal of Dudley Chambers, Hollywood vocal director, to "showcase" radio talent for agency men and potential sponsors on KFWB, and other stations at regular audition scale rates was turned down, it will again be submitted to Los Angeles Chapter of AFRA March 19 for reconsideration. Chambers wants to broadcast eight consecutive hours of all types of programs on Saturdays for sponsor consideration. AFRA is holding out for the commercial rate, claiming that if some of the programs emanate from downtown Los Angeles stores, as planned, performers would be entitled to the minimum scale.

Hecker Starts Drama

HECKER PRODUCTS Corp., New York (Shinola) was to start a dramatic serial *Lincoln Highway* on 47 NBC-Red stations March 16, using the 10-10:30 a. m. period Saturdays. Burgess Meredith, Broadway actor, was signed for the lead part in the opening installment. Benton & Bowles, New York, is agency.

DENVER'S biggest March snowstorm since 1909 caused plenty of trouble, but nothing serious for KOA. Although about 45 telephone poles slumped down in the four miles between the suburb of Aurora and the KOA transmitter, the KOA studio-transmitter cable held. The KOA engineering staff set up an emergency shortwave pickup in Aurora in case the cable should break, but it was not put into service. Here Robert H. Owen (left), KOA chief engineer, and C. A. Peregrine, of the KOA staff, take a look at the straining cable, the only circuit still intact after the storm.

Agency Man Burglarized

THEFT of 30 pieces of jewelry valued at $15,000 from the apartment of Wilfred S. King, executive in charge of radio and motion picture advertising of J. M. Mathes Inc., New York, was disclosed March 12 by New York police. The robbery occurred during the Feb. 17 week end when Mr. and Mrs. King were away from home.

SHIFT TO 550 KC. IS GRANTED TO KOY

KOY, Phoenix, key of the recently formed Arizona Network, was authorized March 13 by the FCC to change from 1390 kc. to 550 kc. with its present power of 1,000 watts fulltime. A CBS outlet, KOY is a sister of WLS, Chicago, both headed by Burridge D. Butler.

KOAC, Corvallis, Ore., non-commercial educational station of Oregon U had opposed the grant on interference grounds, since it operates on the same channel with 1,000 watts. The Commission said in its final order that, under its engineering standards effective Aug. 1, the application could be granted. In its proposed findings last September the Commission tentatively granted the shift but KOAC objected.

The Commission said that its engineering standards are based on averages arrived at by measurement of a greater number of signals in all parts of the country over a long period. Their accuracy as reflecting the average situation is well established, it continued, pointing out that the theoretical separation required for the operation is 735 miles and the actual separation 977 miles. If objectionable interference develops, the Commission said, it will require appropriate protection.

PUREX Corp. Ltd., Southgate, Cal., (water softener), thru Lord & Thomas, Los Angeles, on March 11 started for 26 weeks using three-minute participations, five times weekly, in programs on KFI KHJ KOIN KIRO.

RUMFORD CHEMICAL WORKS, Providence (baking powder), has started sponsoring on WLTH, Brooklyn, the *Housefriend*, counsellor on family problems. The thrice-weekly Yiddish program, handled by Rubin Goldberg, was placed by Wm. H. W. Humphrey, Boston.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted .. **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

"Very Active... Accurately Calibrated"
BLILEY Electric Company,
Union Station Bldg.,
Erie, Penna.
Gentlemen:
The last shipment of fifty (50) crystals, received from you, ground for 8445 Kilocycles, were placed in service three weeks ago and to date are performing perfectly in our Portable-Mobile Police transmitters.
They are used in a double-double manner for 33780 Kcs., and have been found to be very active, as well as accurately calibrated, which are the important factors for so many units in one coordinated system.
I am well pleased with them in every way.
Yours truly,
POLICE RADIO BUREAU
CITY OF GRAND RAPIDS, MICH.
L. A. Kirchner,
Lieut.
CHIEF ENGINEER
BLILEY
CRYSTAL UNITS
FROM 20KC. TO 30MC.
WRITE FOR CATALOG G-11 DESCRIBING COMPLETE LINE
BLILEY ELECTRIC CO., ERIE, PA.

Drive to Promote Video Set Sales Started by RCA

Minimum of 25,000 Receivers In N. Y. Area Is Planned

DETAILS of an advertising and promotion campaign designed to put a minimum of 25,000 television receivers into homes within range of NBC's video transmitter on the Empire State Bldg., New York, were announced March 12 by Thomas F. Joyce, vice-president and advertising director of RCA Mfg. Co., at a meeting of more than 400 dealers of New York and New Jersey. Similar meetings had previously been conducted for dealers of eastern Pennsylvania and Connecticut, at Camden and Bridgeport.

Based on the success of a 12-week experiment in Poughkeepsie, Newburgh and other areas last fall, the new drive will emphasize NBC's present service of visual programs and the new, substantially reduced prices of receivers.

Price Cuts Retroactive

The largest RCA receiver, a 12-inch television receiving tube and containing an 11-tube all-wave radio as well as a television receiver, has been reduced from $600 to $395. A similar model, but with a 9-inch instead of a 12-inch tube, is now priced $295 instead of $450, and there are similar reductions for smaller models. Larger dealer discounts and provisions for the purchase of video sets on time payment plans are also included in the sales campaign. Mr. Joyce also announced that these price reductions would be made retroactive, with rebates being given to all RCA set-owners who had purchased their television receivers at the original prices.

The company will sponsor a radio campaign for television sets on WEAF and WJZ, New York, details of which are now being worked out. Full-page advertising in New York dailies and several magazines will also be used and a direct-mail campaign directed at restaurants and taverns, which Mr. Joyce said accounted for about 20% of set sales in last fall's test. A one-reel movie on television is now in preparation for showing in theatres, schools, clubs, etc., and, using television to sell itself, this picture will also be telecast once a week on the NBC station W2XBS.

RCA has organized a special staff of television sales specialists to help dealers in this drive and will conduct a series of classes to train dealers' servicemen in installing television receivers and antennas.

Meeting, held in NBC's largest studio with an overflow group in an adjoining studio, was also addressed by A. H. Morton, NBC vice-president in charge of television, who described the past and present program service and who predicted that within two or three years the automatic radio relay for television programs would make this service available to telviewers along the Atlantic Coast from Boston to Washington.

At present, he said, the audience of W2XBS is estimated at 2,500 television homes. This is based on a mailing list of 1,253 for NBC's weekly television programs, which are mailed free to all set-owners requesting them. Comparison of their lists with records of sets sold in scattered localities shows that from one-third to one-half of all set-owners have asked for this program service, he stated, adding that an average return of program rating cards of 35% to 40% gives his staff an excellent idea of how each telecast is received.

Based on a simple scale of 1 for fair, 2 for good and 3 for excellent, NBC's telecasts for the first nine weeks of 1940 have been given an average mark of 2.10. Best liked program was the full-length Broadway comedy, "When We Are Married", which received a rating of 2.85. Analysis of the return shows that 100% of the sets are in use approximately two hours weekly and that more than 60% of the sets are tuned in to every telecast. Average evening audience is 80% and average daytime audience 57%, he stated.

FORMERLY apathetic to radio, department stores today have come to realize the value of this new advertising medium and are including it in their yearly budgets with more than value received. So declared department store executives in Los Angeles recently at a meeting of the American Merchandise Corp., a cooperative central merchandising association formed by 22 of the nation's leading department stores. Following the meeting, several visited the CBS Hollywood studios as guests of network officials. Pictured are (l to r), Ralph Mendelsohn, merchandising manager of Hutzler Bros., Baltimore; Frank Archer, advertising manager, Bullock's Inc., Los Angeles, and host to the AMC delegates; Harry W. Witt, CBS Southern California sales manager; H. O. Bergdahl, merchandising manager of AMC, New York; George L. Moskovics, CBS Hollywood sales promotion manager, and F. B. Darney, merchandising manager, William Taylor & Co., Cleveland. These stores use radio extensively.

Hanging of 'Price Tag' on Television Expected to Speed Growth of New Art

PREDICTING a rapid improvement in television programs as a result of the recent FCC decision to permit limited commercialization of this newest means of communication [see story on page 37], A. H. Morton, NBC vice-president in charge of television, hailed the ruling as a tribute to the strides television has already made.

"Formerly," he said, "the members of the FCC were dubious about the entertainment value of present-day television and they realized that there would be little point in allowing advertisers to use it, even experimentally and without paying for time, unless the entertainment were good enough to attract and to hold an audience. The Commission's recent television tour, however, convinced them that television is already putting on a good show.

"After Sept. 1," he continued, "we will be permitted to charge advertisers who wish to prepare themselves for the time when television will be a full-fledged advertising medium for all costs except those of actually transmitting their programs, and these charges will give to television a fresh source of income which we can then pour back into the development of increasingly better programs. At present we are allowed to televise a commercial program if we think it good enough entertainment to put into our television schedule, but we cannot make any charge for this cooperation but must ourselves absorb all production costs."

"Television," Mr. Morton concluded, "is bound to improve more rapidly under the stimulus of commercial use than it has to date. Things always move faster when a price tag is attached."

Past and Current Tests

In the past NBC's cooperation with advertisers has consisted chiefly in the use of commercial films—travel shorts put out by railroads, for example—or in televising style shows with credit given to the manufacturers or retailers supplying the clothes displayed. Recently, however, Lowell Thomas has been giving his newscasts for Sunoco in the television studio three evenings a week [see page 69] as an experiment in televising a regular commercial broadcast so that owners of television receivers can see as well as hear the broadcast.

In the near future other sponsored programs will be seen as well as heard. The development of new lightweight, small portable camera equipment, which can be taken into the regular broadcast studios, will permit the televising of programs which could not readily be staged in the network's present television studio.

When sight is added to sound, the sponsors will have a chance to experiment with visual as well as auditory advertising for this new medium. Before Mr. Thomas had been on television a week his sponsor had installed in the studio a large electric display sign which flashes its "Nu Blue Sunoco" message to the eye while the ear receives the program's closing words.

CBS May Start July 1

CBS has made no comment on the FCC ruling, except to say that it is being "carefully studied". Despite this silence regarding a possible starting date, which CBS executives have maintained ever since their first announced date proved premature, it is learned that regular television programs from the CBS transmitter will begin about July 1. The story is that when installation of operating apparatus was completed last fall, the CBS television engineers found it would not permit them to do the things they had planned so they designed new equipment ordered from RCA. Delays in manufacturing have retarded the delivery date, originally set for Jan. 1 and now planned for April 1. Allowing 90 days for experimentation and familiarizing themselves with operating techniques, they now figure to be on the air by the first of July.

Praise for the FCC report as giving the "green light" to technical television development, came from Allen B. DuMont, inventor and manufacturer of video equipment, who at the January hearings asked for "an open field" in the medium so far as standards are concerned. Stating that "this action will permit investigation of methods of use of frequency channels to eliminate overcrowding of television stations in the ether," Mr. DuMont lauded the report as one that has "made it possible for receivers to be designed and sold which will be sufficiently flexible to be used 20 and 30 years from now, rather than becoming obsolete."

E. A. Nicholas, president of Farnsworth Television & Radio Corp., hailed the FCC action as "another milestone on the road of television progress". He said his company is ready to play its part in the new stage which television enters and its research and engineering facilities have been expanded during the past year for that purpose. Declaring the Commission action gives new impetus to his company's efforts, he said its television activities will proceed with increased momentum.

IT WAS erroneously stated in the March 1 issue of BROADCASTING that exclusive radio rights to the writings of Louis Bromfield had been secured by the Ted Collins Corp. Mr. Bromfield has assigned exclusive radio rights on those of his works not tied up by the movies to his brother, Charles Bromfield, short story and radio writer, for adaptation purposes. The Collins Corp. originally had rights only to Mr. Bromfield's "Green Bay Tree," to be available for radio as a series of quarter-hour scripts, but this is no longer the case.

XUM

Representing

YOU at

WLW

THE NATION'S

most "Merchandise-Able"

STATION

Garner explains WLW's chart story, a story of the Nation's Station that impresses dealers, distributors, advertising men and representatives with the selling power of WLW. If you or your organization has not seen this story, write, wire or call, Richard Garner, Sales Service Manager. WLW, Cincinnati.

EVERY client of the Nation's Station has the assurance that his interests are as well attended to as if Richard Garner, WLW's Sales Service Manager were on his payroll. His experience with advertisers, agencies, radio stations and station representatives has well fitted Mr. Garner to continue the sales service work ably instituted by former Sales Service Manager Walter A. Callahan, now manager of the Chicago branch of Transamerican Broadcasting & Television Corporation. Whether it's explaining WLW's merchandisability to advertiser's representatives or dealers, arranging special promotions, looking after advertiser's network programs, making special Cincinnati appearances, or attending to the multitude of details every successful radio campaign needs, Mr. Garner is available . . . "Garnering" friends for WLW who believe that "Service is Showmanship."

RCA offers complete TELEVISION service to the broadcaster

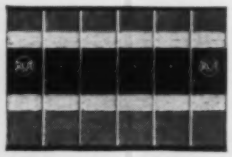
• TELEVISION CAMERAS

RCA television cameras have been designed for studio or field use and for film transmission. They make use of the Iconoscope, the all electronic pick-up tube or the newly developed Orthicon — a low velocity Iconoscope. RCA cameras are equipped with first class optical systems and various focusing and framing devices to add to the ease of operation.

• NEW FIELD PICK-UP EQUIPMENT

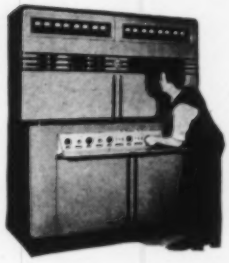
Television has been given 7-league boots and a multitude of new program sources have been opened up by new field pick-up apparatus developed in RCA Laboratories. Costing about one-sixth as much . . . weighing about one-tenth as much . . . consuming about one-fifth the power required by former mobile television units, the equipment is built into cabinets about the size of a suitcase and may be carried easily in passenger cars or light trucks.

• VIDEO EQUIPMENT



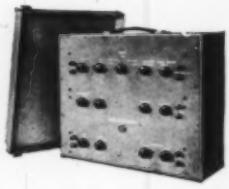
In the studio, video equipment engineered by RCA is housed in racks. The synchronizing generator, the power supply units...and equipment required for amplification and for supplying suitable deflection voltages for the camera . . . all are arranged for accessibility as well as for carrying off heat from components and tubes. RCA video apparatus may be obtained in rack and panel design for any number of camera channels or in simplified cabinet form for use with one camera only.

• RCA 1 KW PICTURE TRANSMITTER, TYPE T-1



Product of RCA's extensive research and field tests is the RCA Picture Transmitter, Type T-1. Built to commercial standards, it offers a number of important circuit developments. It is crystal controlled and AC operated. The tubes have been designed expressly for this application. The transmitter is easy to install and easy to operate.

• TELEVISION TEST EQUIPMENT



RCA has developed a number of high-quality instruments to meet the exacting requirements of television. These include a 9″ Special Cathode-Ray Oscillograph, a Square-Wave Generator, a Video Sweep Oscillator, R-F and I-F Sweep Oscillator, Sweep Rectifier, and other units essential to the television broadcaster.

• RCA VICTOR TELEVISION RECEIVERS

Completing the RCA television chain, are several types of RCA Victor Television Receivers. The performance of these instruments has justified over and over again the vast sums spent in research and in field tests prior to their introduction. Thanks to their excellence, the consumer has received a favorable first impression of television.

RCA

TELEVISION EQUIPMENT

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America